

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 1



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DOMESTIC TELEVISION

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First 20 TV groups:
Latest ranking:
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Broadcasting Dec 1

Must-carry order is released Top 20 TV group owners □ Top 50 cable MSO's Advancing on the Western Cable Show

MUST READING □ FCC releases text of its must-carry proposal. **PAGE 43.**

NEW FORMULA □ Coca-Cola rearranges its program production and syndication subsidiaries, including Columbia Pictures, Embassy and Merv Griffin Enterprises. **PAGE 45.**

SPOT TROUBLES □ National spot radio's 1986 was not a very good year. **PAGE 46.**

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TOP 20 AND 50 □ BROADCASTING tabulates the top 20 television station owners by market reach and the top 50 cable multiple system operators. **PAGES 48-50.**

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First of its kind

Could Ted Turner's attempted takeover of CBS last year have been first tip Ivan Boesky ever received from former investment banker, Dennis Levine? Securities and Exchange Commission findings reportedly show that Levine first set up working relationship with Boesky in February 1985. That's same month that Boesky began rapid accumulation of CBS shares, beginning one day before it was reported that Turner's FCC counsel, former FCC Chairman Charles Ferris, visited FCC to sound out its reaction to possible takeover. February also turns out to have been same month Levine switched from Shearson Lehman Brothers to Drexel Burnham Lambert. Shearson turned up month later in published reports indicating it had been working with Turner on takeover, job subsequently taken over by E.F. Hutton. In April, week after Boesky disclosed his 8.7% holding in CBS, latter sued. But one executive involved in matter at time said central point of CBS suit, and later settlement with Boesky, was that arbitrator had violated SEC's "margin" requirements for buying stock, and that company did not have any information suggesting Boesky had been tipped off. CBS stock rose from \$80, when Boesky first started buying, to \$110, when Turner made his bid six weeks later.

Silent partner

At least one broadcast network was silently supporting counterattack by Jim Mooney, president of National Cable Television Association, against major motion picture studios (BROADCASTING, Nov. 24). Networks and cable operators, although at odds on some issues like cable copyright, have common interest in breaking what they feel is studios' tight hold on programing supply and creating new sources of programing or greater opportunities to develop own programing. Networks at FCC and, more recently, through negotiations with MPAA have been trying to eliminate or lower some regulatory and legal obstacles to their owning and producing programs. To extent cable's assault weakens MPAA politically, it helps networks.

Negative deterrent

Senator Ernest F. Hollings (D-S.C.), who is slated to become chairman of Senate Commerce Committee in next Congress, is understood to be considering legislation

that would make it more costly for political candidates to use negative advertising in campaigns. Legislation would require candidates to appear in spots for at least half their length to qualify for lowest unit rate to which they are now entitled even if their likeness is only glimpsed. National Association of Broadcasters has urged such legislation as means of combating negative commercials, most of which are devoted to knocking opposition. Hollings is part of group in Congress critical of negative ads, which have generated widespread concern among media as well as candidates. New legislation might or might not reduce number of negative ads—but those that are run without 50% appearances by sponsoring candidates would produce more revenue for broadcasters.

New fund raiser

If Bernard Mann has his way, home shopping networks may be newest fund-raising mechanism for noncommercial television stations. Former president of National Radio Broadcasters Association and current National Association of Broadcasters radio board member is looking to noncommercial television as vehicle for his new venture, American Catalog Shopper's Network (BROADCASTING, Oct. 6), and has made proposal to noncommercial WNYC-TV New York for its 11 p.m.-2 a.m. time slot.

Seems like "win-win deal for everyone," Mann said. ACSN would use broadcast time when station is off air, and demographics of public TV audience are similar to those of target audience of catalogue companies whose products will be available over ACSN, Mann said. Additionally, noncommercial stations could raise money by receiving percentage of every order.

Going it alone

Only handful of CBS affiliates have preempted network's *Morning News* schedule, in wake of difficulties CBS News has had making program competitive. But judging from success some of those affiliates have had programing time period themselves, network may have its work cut out for it getting defectors back in camp. Double benefit for those stations is higher viewing levels and more local time to sell.

CBS affiliate WWL-TV New Orleans has been programing local news from 7 a.m. to 8 a.m. and game shows *Cross Wits* and *Strike it Rich* from 8 a.m. to 9 a.m.

Station executive said hour of local news did three to four share points better on average in October than *CBS Morning News* did year ago, and that game shows are doing about same as second hour of *Morning News* did year ago. CBS's Atlanta affiliate, WAGA-TV, has also shown improvement in its early morning numbers since canceling *Morning News* seven weeks ago. Station carries Buena Vista's syndicated business news program and half-hour of local news from 7 a.m. to 8 a.m., both doing little better than first hour of *Morning News*. From 8 p.m. to 9 p.m., WAGA-TV has programed *Hour Magazine*, which has been performing about 20% better on average than second hour of *Morning News*, said station vice president and general manager Paul Raymon. Raymon said he will not make decision on CBS's new morning program, scheduled to debut Jan. 12, until after network reveals format.

24-hour cable news

Expect announcement this week of start-up of round-the-clock cable news service on Long Island, N.Y. Local news channel, to be produced by new entity, Rainbow Programing Enterprises of Woodbury, N.Y., is anticipating Dec. 15 launch and could encompass some 500,000 Long Island cable homes, including close to 300,000 subscribers of Cablevision Systems' Oyster Bay-based operation.

Co-anchoring news channel will be former ABC reporters, Melba Tolliver and Bill Zimmerman, joined by dozen news reporters. President of news operation, Al Ittleson, is also former ABC vice president of news. Service is thought to be brainchild of Charles Dolan, general partner of Cablevision Systems, though it is separate entity from MSO.

Auctioning air

British government will soon receive major study asserting feasibility of free market approach to radio spectrum allocation. Allowing users to buy desired spectrum space, similar to FCC proposal on auctioning common carrier and private radio spectrum, has been under consideration in UK for some time, and government in last two years has commissioned number of studies on subject. One spectrum pricing report about to be submitted, according to source, shows there is "sober and practical way" to move in free market direction for allocation of spectrum for voice, data and video uses.



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Cable castings

Utah continuing decency push

Utah is not giving up its fight to implement the Utah Cable Television Programming Decency Act, even though the act has been declared unconstitutional—a violation of cable's First Amendment rights—by a federal district court and U.S. Court of Appeals for the 10th Circuit.

The state is appealing the circuit decision to the Supreme Court. According to George Shapiro, counsel for HBO, one of the parties challenging the law, Utah filed a notice of appeal with the 10th circuit. Utah's initial brief to the Supreme Court is due Dec. 8, Shapiro said, but it has asked for extension of the deadline until Jan. 8, 1987.

The Decency Act is unpalatable to cable because it would ban what it defines as "indecent" programming from cable systems in the state. More explicit "obscene" programming, as defined by the Supreme Court's *Miller v. California* decision, is already outlawed by the federal Cable Communications Policy Act of 1984.

The circuit court's affirmation of the district court ruling was unanimous, but one of the three judges issued a concurring statement asserting that cable should be subject to the same "indecent" regulation as broadcasting. Judge Bobby R. Baldock agreed that the Utah law is unconstitutional because it bans indecent programming rather than allowing for its regulation. Indecent programming on cable can be regulated as to time, place and manner, he said, just as it is in broadcasting.

Solicitor general: No harm done

Solicitor General Charles Fried has advised the Supreme Court not to take up Hubbard Broadcasting's copyright infringement complaint against Tempo Enterprises (formerly Southern Satellite Systems) and Turner Broadcasting System.

The case involves Tempo's distribution via satellite of Turner's superstation, WTBS(TV) Atlanta, to cable systems around the country. At the heart of the case is Hubbard's assertion that Tempo has forfeited its exemption from copyright liability by retransmitting a modified WTBS signal, in which some local advertising spots are replaced with national advertising.

A federal district court and circuit court disagreed with Hubbard, prompting the group broadcaster to petition the Supreme Court for a writ of certiorari. The solicitor general's 19-page brief acknowledged that TBS substitutes commercials and other nonprogram material on the signal passed on to Tempo for distribution to cable systems. But, it said, the act of substitution is not relevant. "The limitations upon the compulsory license established in [the copyright law] primarily are designed to protect two groups—primary transmitters [in this case TBS] and copyright owners," it said.

"Turner Broadcasting plainly is not harmed by the commercial substitution at issue here; it is the architect of the commer-

cial substitution plan," the brief said. "Similarly, there can be no injury to the owners of the copyrights pertaining to the substituted commercials such as the companies whose advertisements are included on the 'cable' signal. These advertisers specifically request the inclusion of their copyrighted material on the cable signal and therefore cannot be harmed by the retransmission of that material by [Tempo] and its cable system customers. Accordingly, there is no reason to interpret [the law] to prohibit the substitution of nonprogramming material by Turner Broadcasting."

Tap audits on tap

Pole-by-pole, tap-by-tap inspection of cable systems is the only sure way of determining how many homes are pirating cable service. But such inspections or so-called tap audits are costly and, for some systems, may not be economically justified.

To help operators figure out when tap audits make sense and when they don't, the

Office of Cable Signal Theft (OCST) has developed a program that runs on an Apple computer. A system inputs its basic characteristics and other information and receives a complete payback analysis of a tap audit. The information includes acquisition and audio costs as well as potential revenue gain and operating income.

The OCST, a joint venture of the National Cable Television Association and the Motion Picture Association of America, will have the program operating at the National Cable Television Association's booth at the Western Cable Show in Anaheim, Calif., this week (Dec. 3-5). Operators are invited to bring their system's numbers to the booth for a tap audit analysis.

The presence of the analysis service will be complemented at the show by a panel discussion focusing on methods of increasing revenue through improved signal security, "Signal Security: Targeting New Revenue." The panel members are scheduled to include Jeremy Stern, director of OCST

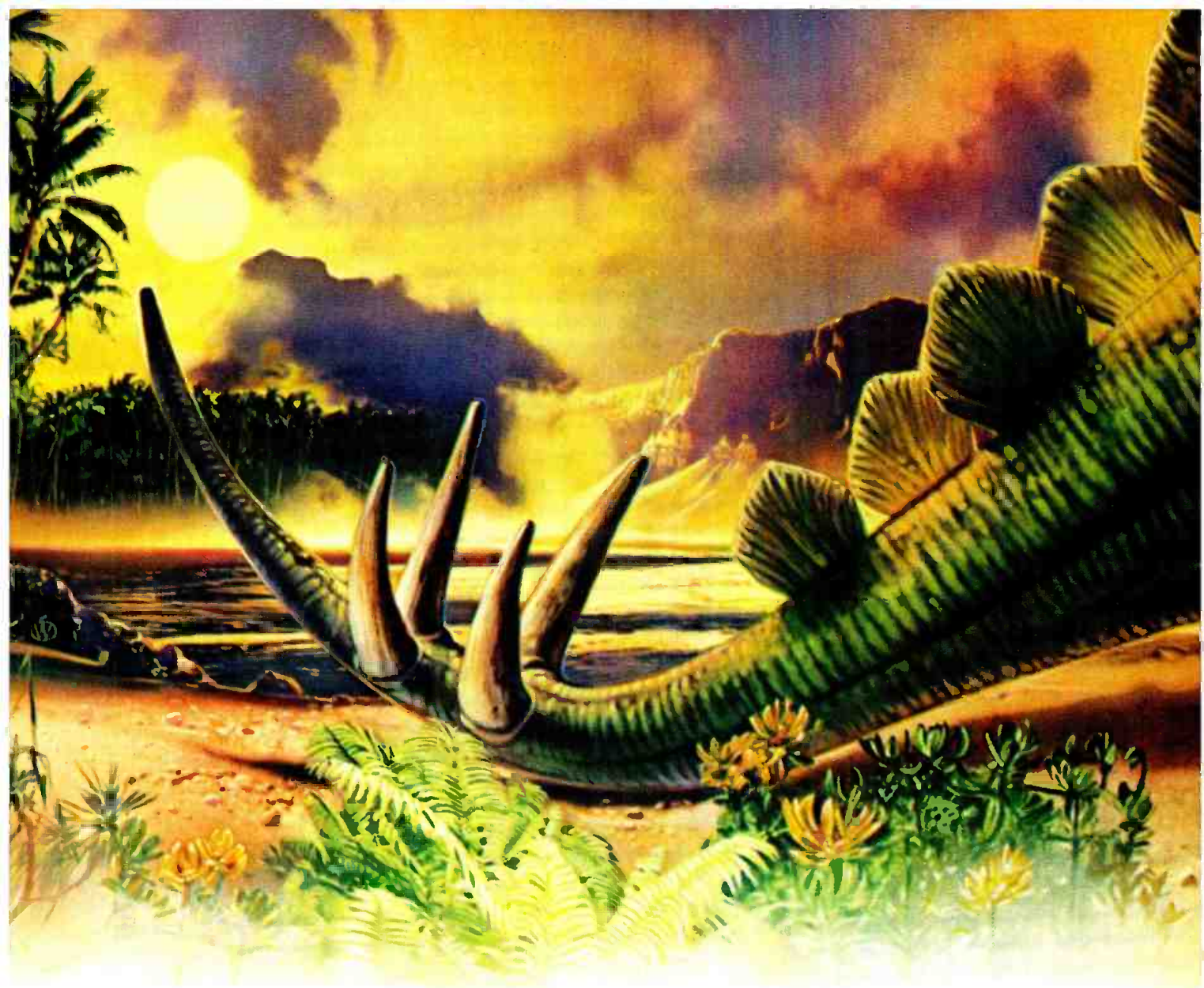


Ready to take your order. The QVC Network, the West Chester, Pa.-based cable shopping service, opened for business last Monday (Nov. 24), accepting orders from subscribers of 58 cable affiliates in 20 states for a variety of merchandise including selected items from Sears. QVC's West Chester studio, from which the service originates, contains 150 computerized phone-order stations (above).

Until Jan. 1, 1987, QVC will be "previewing" its service. During its first week, it operated from 7:30 p.m. to midnight (NYT) each weekday and all day Saturday and Sunday. Starting today (Dec. 1), it will extend its weekday schedule to 6 a.m. NYT. On Jan. 1, it will be offered around the clock, seven days a week.

QVC says it has commitments from 30 MSO's to carry the service on 300 cable systems to 7.6 million cable homes. By early December, it said, it will reach two million cable subscribers. The remaining homes committed to the service, it said, will come on line at a rate of one or two million homes per month.

QVC has signed a two-year agreement with Sears for the exclusive right to market selected Sears products. During the service debut last Monday, 12 of the 36 products presented were from Sears.



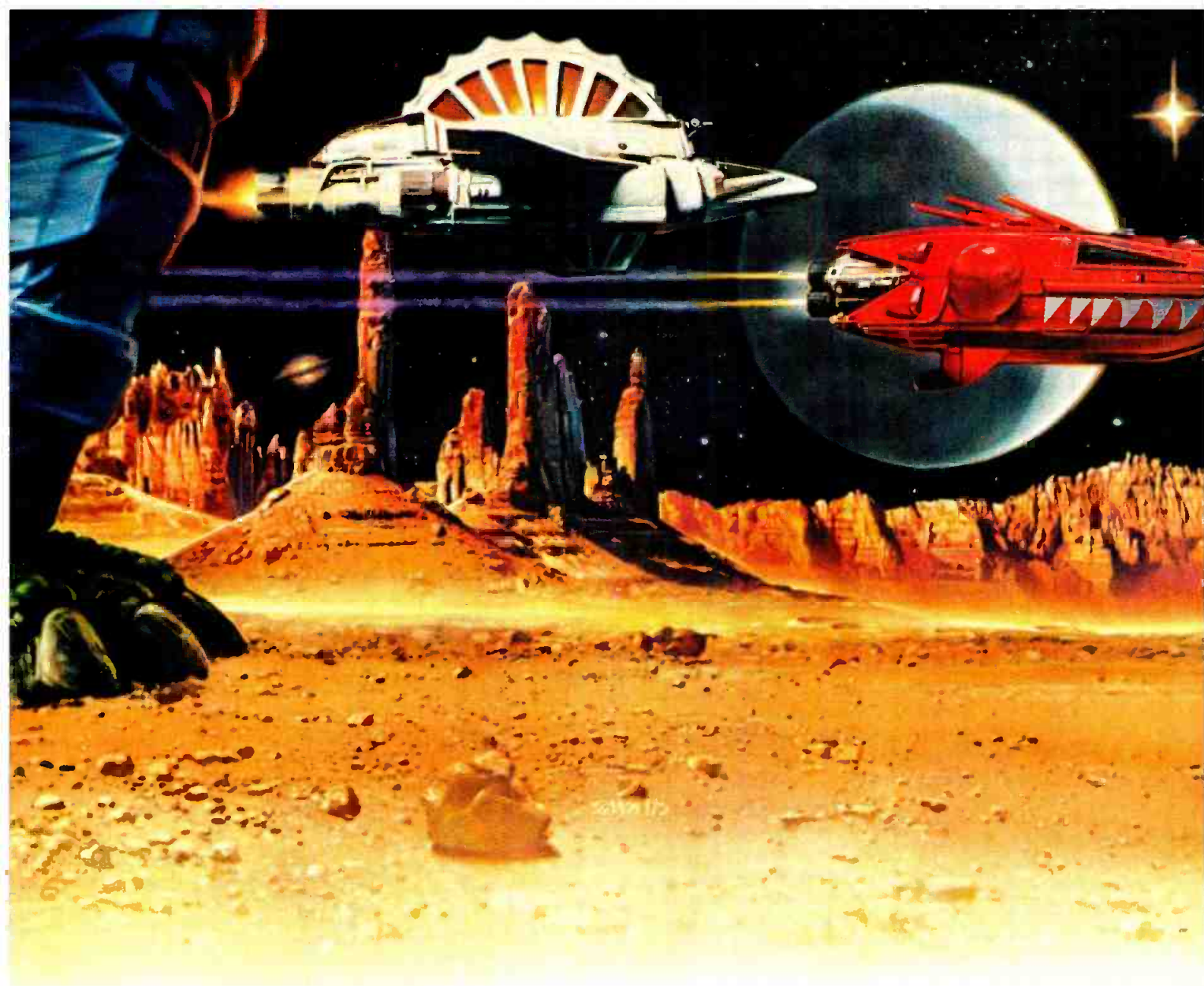
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(moderator); Rod Thole, executive vice president, TCM Group, Heritage Communications Inc.; Terry Wingfield, senior attorney-litigation, Cox Cable Communications; Jim Fleming, loss prevention manager, Cable Oakland, and Jim Hickey, corporate security director, Chambers Cable Communications Inc.

According to Stern, OCST also hopes to release at the Western Cable Show a model for state antitheft legislation. Strong state legislation is important, Stern said, because federal officials are often unwilling or unable to enforce the federal antitheft provision. Stern was still uncertain whether the model law would be ready for the show. "It's still undergoing some wordsmithing," he said.

Another shopping addition

The Sweepstakes Channel, a new cable home shopping service offering discount subscriptions to magazines and other literary-related items, such as books and audio cassettes, will debut Jan. 1, 1987, TSC spokesman Lloyd Trufelman said last week. TSC will be available to cable operators and STV dish owners 18 hours a day, from 12 a.m.-6 p.m. (NYT) on RCA Satcom IV (transponder 12). The basic program service will

also feature editors, writers, authors and critics from various magazines who will preview topics appearing in future issues of their publications. Viewers will be able to subscribe to the magazines during breaks in the program through an 800 number.

Local system operators carrying TSC will receive a 5% sales commission on merchandise sold, two 90-second commercial spots per hour for local system use and "a cooperative promotion and advertising program," TSC said. Additionally, TSC will offer up to 20% equity in its operation, on a pro-rated basis, to the first 10 million households signed up by MSO's. TSC said it has contracted with more than 80 magazines, including *Popular Photography*, *TV Guide*, *Newsweek* and *Seventeen*.

De Laurentiis deal

Home Box Office has signed an agreement with De Laurentiis Entertainment Group Inc. for nonexclusive domestic pay TV rights for up to 45 films scheduled for theatrical release between May 1987 and 1990, as well as home video rights. Of the latter part of the deal, HBO said that the 45-film commitment for home video distribution "is the

most extensive home video agreement Time Inc. has made since it became involved in the home video business in October 1984. The first home video title in the agreement will be released through HBO/Cannon Video in late 1987." Among the titles in agreement are "Illegally Yours," with Rob Lowe, directed by Peter Bogdanovich; "China Marines," directed by George Cosmatos, and a film by director David Lynch ("Blue Velvet"). The films will begin airing on the pay TV network in 1988.

'Business' changes

ESPN's early morning business program, *Nation's Business Today*, plans some changes next year, including redesigning its news set, enhancing its theme music and graphics and adding a new daily feature, "CEO Close-Up," featuring interviews with chief executive officers of U.S. and overseas corporations. Additionally, it has hired ESPN's Jack Gallivan, who designed the new format of ESPN's *SportsCenter*, as a production consultant.

Since last year, *Nation's Business Today*, which premiered in 1982 and was originally called *BizNet News*, has had a 35% increase in advertising revenues and has added new advertisers, including American Express Gold Card, AT&T, Avis, Foundation for Savings Institutions Inc., GMAC, General Motors Corp., Porsche/Audi and Western Union, ESPN said. Also added over the past year: former Metromedia TV sales vice president Ed Shea as director of broadcast marketing; more editorial staff members (including two international correspondents) and increased international business coverage with "live, daily reports" from London and Tokyo, with a weekly feature from the latter, ESPN added.

In other programming news, ESPN's 1987 *Budweiser Racing Across America* thoroughbred horse racing series will feature 29 live races. The races will be shown as part of an agreement ESPN has with Thoroughbred Sports, an Oklahoma-based horse racing packager, with coverage beginning Jan. 3, 1987, ESPN said. Last year's *Racing Across America* series included 22 races, 19 of them live.

Music man

Miami Vice star Don Johnson has produced an "adult, hour-long feature-length music video" with a "dramatic storyline" called *Don Johnson's Music Video Feature Heartbeat*. The special, debuting Jan. 17, 1987, on HBO, contains nine songs from his newly released album, "Heartbeat," and features Johnson as a documentary filmmaker in Latin America "who is knocked unconscious during a border skirmish. He relives key moments in his past, recalling family and friends," HBO said. Because of one "steamy scene" in the special between Johnson's character and that character's wife, the program will air on HBO "no earlier" than 10 p.m., HBO said.

The program was directed by John Nicotella, and produced under the auspices of CBS Music Video Enterprises. The executive producers are Johnson and Danny Goldberg, with Richard Sylbert, who won an Oscar for best art direction for "Heaven Can Wait," as the special's scenic designer.



Test-tube city. The Cable Television Public Affairs Association has selected Tucson, Ariz., and McCaw Cablevision, the cable system that serves the city, to test various public affairs initiatives to correct misconceptions about cable and to improve cable's public image. The project was announced in Tucson by (l-r): Brad Dusto, vice president, general manager, McCaw Cablevision; Tucson Mayor Lew Murphy, and Susan Bitter Smith, executive director, Arizona Cable Television Association, who is co-chairman of the CTPAA's special projects committee.

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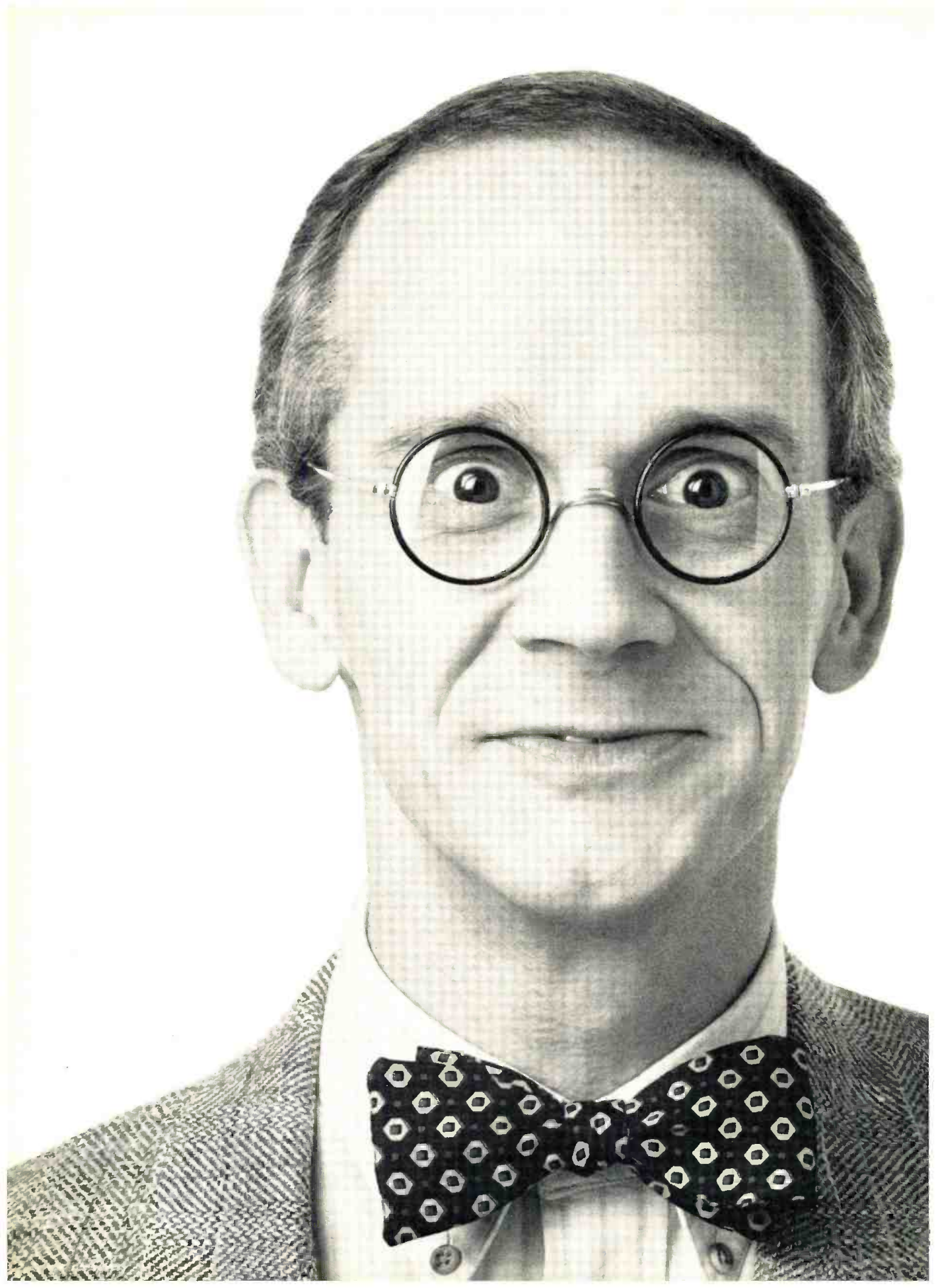
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Its problem, which also applies to "universal" video formats, was simple. One size does not fit all; a truth that we at Sony have great respect for.

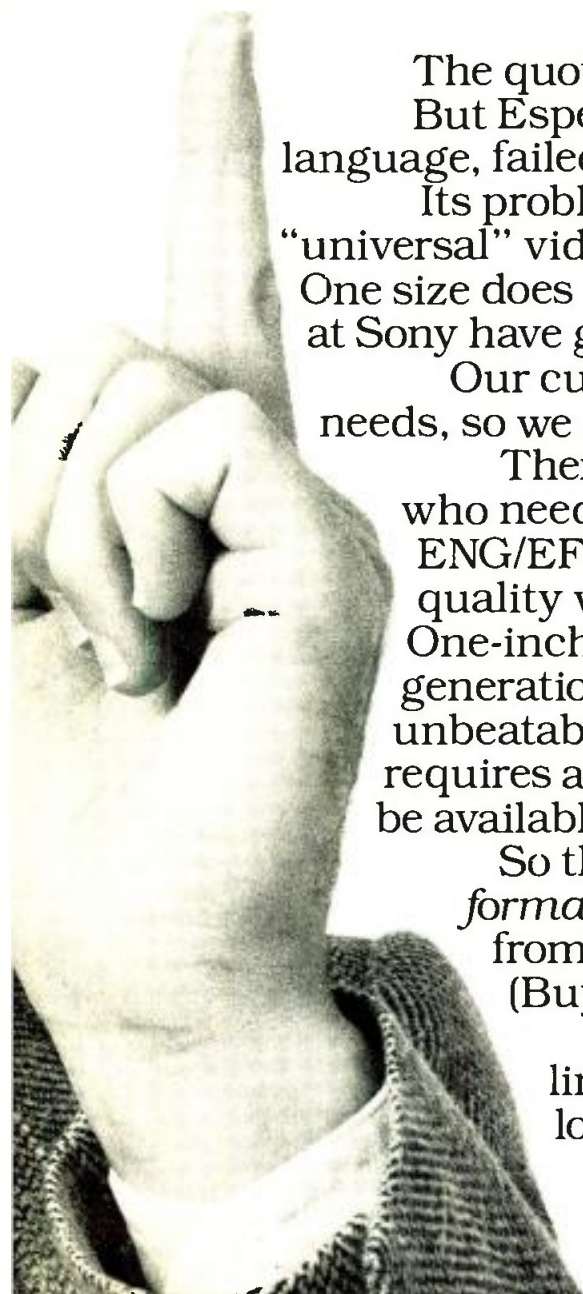
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Business Briefly

TELEVISION

Ralston Purina □ Company's Savor marinated dog food is being tested in Cleveland; Youngstown, Ohio, Phoenix and Tucson, Ariz., in flights continuing until early 1987. Commercials will run in all dayparts. Target: adults, 21-59. Agency: Ally Gargano/MCA Advertising, Westport, Conn.

Dayco Automotive Corp. □ National campaign to promote company's Top



Cog fan belts will be held during 1987

on various network television sports events: Super Bowl, National Collegiate Athletic Association basketball championships, Indianapolis 500 and World Series. Spots consist of 15-second sports trivia question, followed by 30-second spot and 15-second answer to sports trivia question. Target: men, 21-54. Agency: Barkley & Evergreen, Shawnee Mission, Kan.

RADIO

Jack's Restaurants □ As part of pre-Christmas promotion, advertiser will launch three-week flights in December in about 20 markets in Southeast. Commercials will be placed in drive periods. Target: adults, 18-49. Agency: Pringle Dixon Pringle, Atlanta.

Insight Magazine □ Advertiser is planning first-quarter 1987 campaign to reach advertisers and decision-makers through flights in New York, Chicago, Detroit and Los Angeles. Commercials will be carried on classical, news and easy listening programming. Target: men,

35-54. Agency: Smith Burke Azzam, Baltimore.

Associated Milk Producers □ Dairy cooperative is kicking off two campaigns—one in 35 markets from Dec. 11 to Dec. 28 and another from Dec. 20 to March 29 in 35 markets. Included in buys are Oklahoma City, Little Rock, Houston and San Antonio, Tex. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Crume & Associates, Irving, Tex.

Home Box Office □ HBO will launch first of three national campaigns to be conducted in early January, using more than 150 markets for two-week drive. Commercials will be slotted in all dayparts. Target: adults, 18-49. Agency: BBDO, New York.

Roddenberry Co. □ Client's syrup products will be promoted in three-week flight scheduled to begin in mid-January in five markets including Tampa and Jacksonville, both Florida. Commercials will be presented in all dayparts. Target: women, 25-59. Agency: Evans Morris Paller, Atlanta.

RADIO & TV

Creomulsion Co. □ Cough syrup will be highlighted during winter season, with television used in up to 50 markets and radio in about 12 markets. Flights of varying lengths will be tapped from



Bob Pates

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RADIO & CABLE BROKERS

Letter response. The Television Information Office has written to Planned Parenthood Federation of America protesting PFFA's newspaper advertising campaign on teen-age pregnancy appearing in Washington, New York, Los Angeles and San Francisco. TIO, in a letter signed by its director, Robert E. Mulholland, said the advertisements are highly critical of television and contain inaccurate statistics and unsubstantiated conclusions. For example, TIO said, the advertisements say teenagers watch television for more than six hours per day but the correct figure for 1985 was three hours and 47 minutes, according to A.C. Nielsen Co. TIO also took issue with claims in the ads on the number of alleged sexual acts seen on television. Mulholland points out that the federation has ignored programs and public service announcements broadcast about teen-age pregnancy.

INTV SUITE
623
NATPE EXHIBIT
271

World Television Premiere April '88

AN
EXTRAORDINARY
6-HOUR
DRAMA

TO BE FILMED
IN COLOR
ON LOCATION
IN
ITALY
AFRICA
SPAIN
FRANCE
AMERICA



PHOTO © 1987 YOUSUF KARSH

STACY KEACH as HEMINGWAY

A CO-PRODUCTION OF
DANIEL WILSON PRODUCTIONS AND ALCOR FILM GmbH

DISTRIBUTED BY
THE CURRAN-VICTOR COMPANY
SAN FRANCISCO (415) 461-8550

early December until mid-March. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Liller Neal Inc., Atlanta.

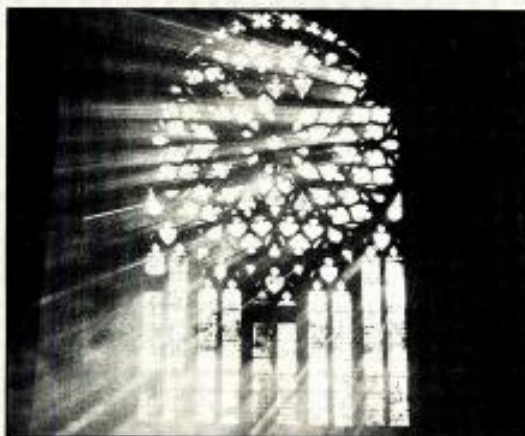
nonprofit, New York-based Partnership for the Homeless for every consumer who becomes Carbo Concord customer. Commercials will be carried on various cable systems in New York area and on WALK(AM) Patchogue, N.Y. Target: adults, 25-54. Agency: Christopher Thomas Associates, Garden City, New York.

CABLE

Carbo Concord Oil □ Company is advertising its offer to donate \$50 to

AdVantage

In Yuletide mood. Interior view of 12th century French cathedral and somber music of holiday hymns are features of newest Eastman Kodak Christmas commercial carried on three TV networks between Thanksgiving and Dec. 25. Commercial closes with Kodak's "Color of Life" campaign tag, and reminder that "this season Kodak proudly brings you the richest, most radiant color ever seen in 200 speed film." Commercial was placed in prime network periods. Agency is J. Walter Thompson/New York.



Holiday advice. Ford Motor Co. has unveiled new corporate radio advertising campaign for holiday season stressing two safety messages: "Use Seat Belts" and "Don't Drink and Drive." Commercials are appearing on radio networks, and public service versions of both commercials, without Ford identification, will be made available to concerned organizations. Wells, Rich, Greene/Worldwide has been Ford's corporate agency since 1979.

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$175 ☐ 2 years \$125 ☐ 1 year \$65 ☐ 6 mos. \$32.50

(International subscribers add \$20 per year)

☐ **Broadcasting Cablecasting Yearbook 1986**

The complete guide to radio, TV, cable and satellite facts and figures—\$90 (if payment with order \$80) **Billable orders** must be accompanied by company business card or company purchase order. Off press April 1986. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

For renewal or address change
place most recent label here

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Founded 1931. Broadcasting-Telesharing * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972. Reg. U.S. Patent Office. © Copyright 1986 by Broadcasting Publications Inc.

**First It Was
A Network Hit.**

**Next It Was
A Strip Success.**

**Then It Became
A First Run
Winner.**

Now It's Ready



To Work For You!

**100 Half-Hours
Available
For Fall '88!**

It's a Living

**Proven On
The Network!**

Proven As A Strip!

Proven In First-Run!

LORIMAR-Telepictures™

The New King of Comedy

Monday Memo

A broadcast advertising agency commentary from Lincoln Diamant, Spots Alive Consultants, New York

What price macromergers?

There are mergers, and there are MERGERS. Normal advertising business combinations—and recombinations—have been going on for years. They have helped agencies weather temporary financial storms, expand overseas networks to offer improved international representation and acquire client-required peripheral services like public relations, direct response or medical marketing.

But today's multibillion-dollar-billing consolidations are something else. They have permanently welded together a group of perfectly viable smaller organizations for the sole purpose of making things huge.

In so doing, these mergers have created a brand new image of American advertising as a big-money-making business, where previously clients particularly were always assured that it was a professional service. Advertising has been demeaned, perhaps permanently.

The original promise of this fall's macromergers—involving Bozell & Jacobs and Kenyon & Eckhardt; BBDO, Doyle Dane Bernbach and Needham Harper; and Saatchi & Saatchi Compton and Ted Bates—was bold enough. The new organizations would offer incredible creative synergy, combined with massive economies of scale.

But the ink was hardly dry on those merger agreements before major advertising clients with conflicts began making it clear that they would not be easily coaxed into bed with the competition—no matter how many of the agencies' "best creative people" were maintained on their accounts. Advertisers like Procter & Gamble and General Foods started asking: What possible client advantage—or public purpose—can be served when "separate but parallel" smaller agencies are integrated into a network that includes a number of adversarial competitors? What is suddenly happening to the hallowed client/agency concept of "pals and partners"?

Warned *The New York Times*: "The agency side may soon consist of just a few multinational organizations, plus a multitude of small and regional 'makers of advertising.'" It was not long before P&G and GF were yanking brands, dropping tons and tons of global mud on Saatchi & Saatchi's sputtering Chernobyl.

But even if the *Times*'s fears come to pass, and that seems nearer now than ever before, nothing will ever change the raison d'être of advertising. Whether an agency is billing \$7 million or \$7 billion, clients require strong, effective creative work. They will always depend on an agency's ability to solve difficult marketing problems with sensational advertising.

If that service is being replaced by enormous show-biz dollar payouts (or payoffs) to



After a long advertising agency career, Lincoln Diamant founded Spots Alive Consultants Inc. in New York in 1963 to undertake commercial production cost control for a group of advertising clients. Serving firms like Bristol-Myers, Nestle Foods, Clairol and R.J. Reynolds, Spots Alive has monitored the cost-effective creativity of many major agencies.

high-level agency management, something seems rotten in New York and London. With agencies now apparently worth so much on the open market, clients may be excused for thinking they have been grossly overcharged. For example, a "friend of management" at Bates was dealt 2,000 shares just before the Saatchi merger—shares which were quickly worth \$1.7 million. At some point, that was client money.

But that is only one of the problems with advertising giantism. Such agency hugeness also accentuates the urge of many less-talented creative and account personnel to hide behind an impressively huge logo—rather than behind impressive advertising concepts. The enormous mergers run the risk of losing agency personality, as well as intimacy, and may become exercises in revolving-door facelessness.

In addition, we see an increasing breakdown in communication between account management and agency creatives. In just one area alone where we concentrate our own professional attention—which is the current crisis in the ridiculously uncontrolled cost of television commercial production—the creative output of the merged agencies is already far too rich for many brand budgets, and no one in charge seems capable of doing very much about it.

Even the chairman of (unmerged) Ogilvy & Mather agrees "production costs are obscene." With the broadcasting networks now busily adjusting to what *The New York Times* terms the "new reality" of improved cost management, the handwriting on the wall is there for everyone in the advertising profession to see. One network executive has been quoted as acknowledging, "We don't have the margin to support the kind of

life style that once existed." Says another. "It used to be, you did it and then you justified it. Now you have to justify it before you do it." Sooner or later, that message may be echoing down agency halls.

"It's my obligation," announced CBS's Laurence Tisch, "to run a good company and run it intelligently. It's not my obligation to waste money." That observation, too, may soon be understood in agencies where 15% of nothing has always been nothing. By upsetting normal equilibrium, macromergermania has sent everyone in the advertising profession scurrying to the bottom line. Thirty years ago, 12.7 agency employees were considered necessary to service each \$1-million-worth of agency billing. By 1985—abetted by galloping inflation—that number has shrunk to 2.3 employees.

Still not enough, says Jack Kraft at Leo Burnett: "Anyone who hasn't cut to two people per million client billing is doing a lousy job." "We're not as improved in efficiency as we think we are," adds Abbott Jones at Foote, Cone & Belding. "There should be less inclination to keep nonproductive people on board."

One positive fact: All over the business, task forces are being established to reduce TV commercial production costs—"a major issue in clients' minds," according to Art Klein at Young & Rubicam. That issue, too, may be part of the "new reality," leading a major advertiser like R.J. Reynolds to the disturbing conclusion that "the productivity we're seeing out of advertising isn't as great as we'd like it to be." Observations like that are storm warnings not to be ignored.

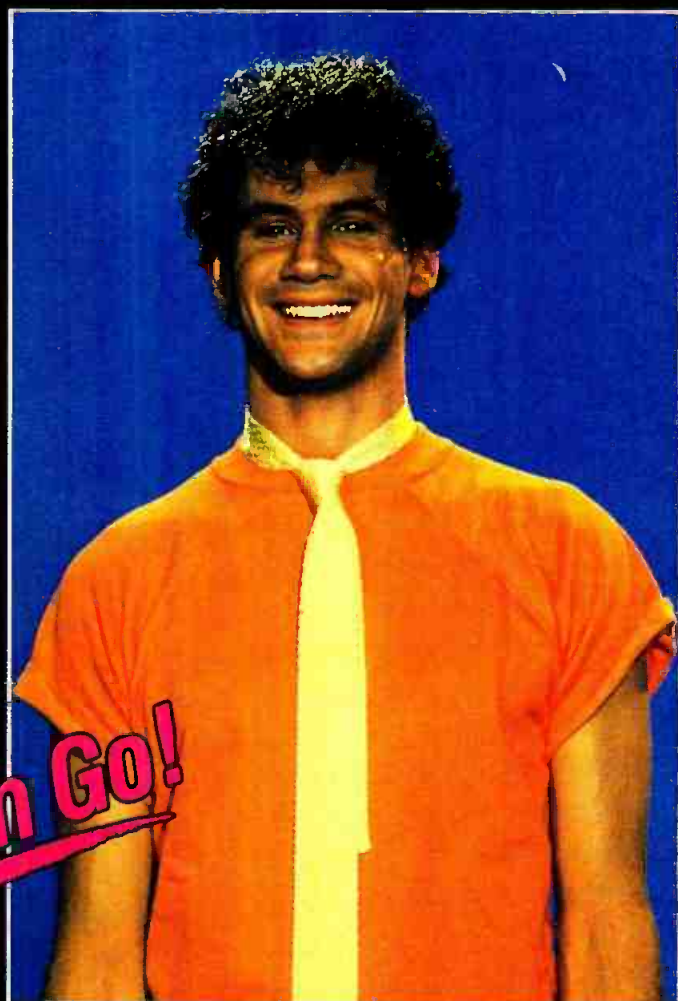
Before long we'll be seeing agency heads following Larry Tisch: "It's our obligation to run good agencies and run them intelligently. It's not our obligation to waste money." Meanwhile, the saddest aspect of macromergermania, almost overshadowed by the dramatic immediate cash benefits for a tiny handful of top agency brass, is what's happening to so-called "redundant" employees. After providing many years of unmerged, capable service, they suddenly find themselves on the street, perhaps never to be employed again at their past skill levels. The dimensions of this human tragedy have sent shock waves throughout advertising. The psychological repercussions of this sudden instability will be felt for years to come. Young people are seriously asking, "Is this the profession I want to get into?"

Worst of all, the situation has seriously eroded agency loyalty, an essential ingredient of the creative atmosphere. As more and more long-term, dedicated members of the advertising profession grow understandably cynical about their job security, client relations will suffer and the teamwork that produced great American advertising may become a thing of the past.

Back in production

*We Got
it Made*

Thank you to the NBC Station Group for selecting us for your access checkerboard.

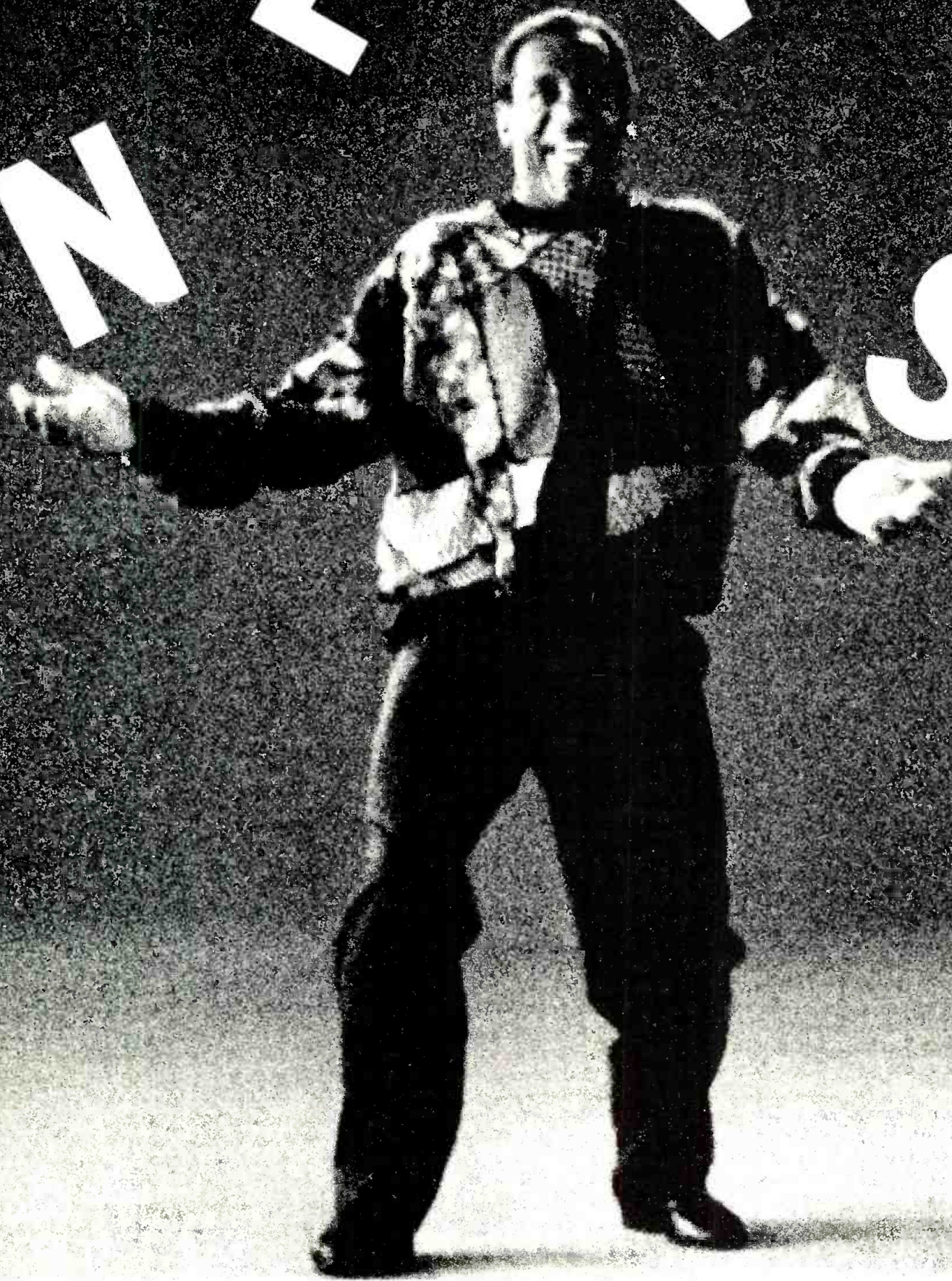


A Firm Go!

A Farr/Silverman production in association with MGM/UA Television

MGM/UA
MGM/UA Television Syndication

NEWS



Cosby viewers are news viewers.

The good news is that Cosby lovers keep up with the Huxtables—and with the world. The Cosby Show has a higher percentage of local and network news viewers than any other sitcom in prime time.

	Local News	Network News
The Cosby Show	53.9%	55.1%
Family Ties	50.6	50.9
Golden Girls	45.0	45.8
Newhart	42.7	43.1
Kate and Allie	42.3	42.8
Cheers	39.7	39.7
Who's the Boss	37.3	37.7
Webster	36.9	37.8
Night Court	32.3	32.2
Growing Pains	28.9	29.7

Just imagine what The Cosby Show would do as a lead-in to your early news!

The Cosby Factor: Profit from it.

Source: Nielsen Duplication Study, February 1986. Percentage of homes that watch both news and the respective sitcom.



The proven alternative to

ENTER
T O N

hype, hope and hoopla.



This year again, everyone will be pitching game shows, talk shows, court shows and who-knows-what shows. All in the hope of finding a winner. A show with the same sure, steady performance that Entertainment Tonight has been demonstrating for over six years. So you can believe all the hype and the hoopla. Or you can go with a *proven* alternative. Entertainment Tonight.

A winner for six straight years.
Renewed for the seventh.



Datebook

Major Meetings

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 7-11, 1987—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

Feb. 1-4, 1987—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 6-7, 1987—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

Feb. 18-20, 1987—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 19-21, 1987—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

March 25-28, 1987—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 28-31, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Dallas, March 24-27, 1990, and Dallas, April 13-16, 1991.

March 29-31, 1987—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

April 1-5, 1987—*Alpha Epsilon Rho, National Broadcasting Society*. 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

April 21-27, 1987—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 26-29, 1987—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

April 26-29, 1987—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

April 29-May 3, 1987—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

May 17-20, 1987—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

May 17-20, 1987—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 31-June 2, 1987—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9, 1987—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

June 9-11, 1987—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13, 1987—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 11-17, 1987—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

Aug. 16-19, 1987—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

Aug. 30-Sept. 1, 1987—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

Sept. 1-4, 1987—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

Sept. 9-12, 1987—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

Oct. 18-21, 1987—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 11-13, 1987—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

This week

Dec. 1—Deadline for entries in 12th annual National Commendation Awards, for the "positive and realistic portrayal of women in all media forms," sponsored by *American Women in Radio and Television*. Information: AWRT, 1101 Connecticut Avenue, N.W., suite 700, Washington, 20036; (202) 429-5102.

Dec. 1-2—Annual World Telecommunications Conference, sponsored by *Financial Times*. Intercontinental hotel, London. Information: (01) 621-1355.

Dec. 1-5—Video Expo Orlando '86, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 1-5—*World Association for Christian Communication, North American Broadcast Section*, 17th annual conference. Royce Resort hotel, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 1-19—"Retrospective of 50 Years of BBC Programs," three-week program sponsored by *Library of Congress*. Mary Pickford Theater, Library of Congress, Washington. Information: (202) 287-5677.

Dec. 2—Promotional exchange, "to share success stories," held in conjunction with Western Cable Show. "PX" sponsored by *Cable Television Administration and Marketing Society's Rocky Mountain chapter and Western Regional Marketing Committee*. Marriott hotel, Anaheim, Calif.

Dec. 2—Conference for journalists on "Airlines: merger, Safety and Service Issues," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Park University hotel, Columbus, Ohio.

Dec. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ismail Merchant, producer. Merchant Ivory Productions, on "Adventures of an Independent Filmmaker. How 'A Room with a View' Happened." Copacabana, New York. Information: (212) 765-2758.

Dec. 3—*Illinois Broadcasters Association* college seminar. Bradley University, Peoria, Ill.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 4—Benefit to endow a chair at University of North Carolina for CBS newsmen Charles Kuralt's father, called "pioneer in social services" in North Carolina. Event is musical, "North Carolina Is My Home." New York Hilton, New York. Information: Leonis McGlohon, (704) 374-3916, or Jim Babb, (704) 374-3763.

Dec. 4-7—Sixth annual National Video Festival, sponsored by *Sony Corp. of America* and presented by *American Film Institute*. Themes: TV and video sound—regional styles. Los Angeles campus. AFI. Information: (213) 856-7787.

Dec. 5—Deadline for entries in 27th annual International Broadcasting Awards, honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, (818) 769-4313.

Dec. 5—*Michigan Association of Broadcasters* news writing workshop, "Writing for Broadcast." Clarion hotel, Lansing, Mich. Information: (517) 694-4977.

Dec. 6—*Michigan Association of Broadcasters* news writing workshop, "Writing for Broadcast." Grand Traverse Resort, Traverse City, Mich. Information: (517) 694-4977.

Dec. 6—"An Introduction to Community Access Television," orientation session sponsored by *Chicago Access Corp.* CAC, Chicago. Information: (312) 294-0400.

December

Dec. 7-8—*NBC-TV* midseason promotion executives

A Constructive Service to Broadcasters
and the Broadcasting Industry

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

**JIMMIE "DYN-O-MITE" WALKER
IS BACK AND**

BUSTIN' LOOSE®

**As expected...
The fastest-
clearing sitcom.
Over 60% cleared
in just 3 weeks!**



...as a smart-talkin' bachelor trying to deal with four street-wise foster kids and one skeptical but caring foster mom. Based on the hit motion picture, this hilarious, brand-new, first-run half hour is absolutely explosive comedy.



BUSTIN' LOOSE

A Golden Groove Production

A CO-VENTURE OF

MCA TV

AND

**TRIBUNE
ENTERTAINMENT
Company**

Available Fall 1987 on an advertiser-supported basis.

Call today to arrange for a screening.

Station clearances: MCA TV (212)605-2786/(818)777-5816

Advertiser sales: TRIBUNE ENTERTAINMENT (212)557-7800/(312)222-4412

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conference. Contemporary hotel. Orlando, Fla.

Dec. 8—Deadline for entries in *International Television Association's* 19th annual Video Festival. Information: ITVA. 6311 North O'Connor Road, #110, Irving, Tex.. 75039; (214) 869-1112.

Dec. 8-10—Eighth annual *National Media Conference and Public Relations Forum*. Theme: "New Directions." Participants include Jeff Greenfield, ABC News; Bill Kurtis, CBS News; Oprah Winfrey, syndicated talk show host; Bruce Christensen, president, PBS, and Charles Gingold, Lifetime Cable Network. New York Hilton, New York. Information: Ghislaine Darden, (212) 819-9310.

Dec. 8-11—"Convergence: An International Forum on the Moving Image," biennial event organized by *Le Forum Video de Montreal*. Sheraton Center, Montreal. Information: (514) 283-8309 or (212) 595-2452.

Dec. 9—Presentation of second annual Nancy Susan Reynolds Award for "sexual responsibility in television," sponsored by *Center for Population Options*. Beverly Wilshire. Los Angeles.

Dec. 9—"Intellectual Property Rights and the Electronic Media," program sponsored by *American Bar Association section of Patent, Trademark & Copyright Law*. Washington Marriott, Washington.

Dec. 9-10—*NBC-TV* local news promotion workshop. Contemporary hotel. Orlando, Fla.

Dec. 10—*Washington Metropolitan Cable Club and Women in Cable*, Washington chapter, holiday celebration. National Press Club, Washington.

Dec. 10—*National Association of Broadcasters* executive committee meeting. NAB headquarters. Washington.

Dec. 10—*International Television Association*, St. Louis chapter, Christmas party. Holiday Inn-North, St. Louis. Information: Sarah Kendall, (314) 725-4334.

Dec. 11—*Advertising Club of Greater Boston* "brown-bagger workshop" for those interested in advertising career. Ad Club, Boston. Information: (617) 262-1100.

Dec. 11—*Women in Cable*, Southern California chapter, panel on career goals. Embassy Suites hotel. Los

Angeles.

Dec. 11—*Society of Satellite Professionals* mid-Atlantic chapter meeting. Black Horse Tavern, Washington.

Dec. 11-12—*Federal Communications Bar Association and Practising Law Institute* fifth annual conference. "Telecommunications: Competition and Deregulation after the AT&T Divestiture." Sheraton Washington hotel. Washington. Information: (212) 765-5700.

Dec. 13—"Influences on the Range and Quality of Television Programming," seminar sponsored by *University of Southern California's Annenberg School of Communications and American Film Institute*. Campus of AFI. Los Angeles.

Dec. 15—Deadline for entries in second annual International Computer Animation competition. sponsored by *National Computer Graphics Association*. Information: (703) 698-9600.

Dec. 15—Deadline for entries in *National Educational Film & Video Festival*, for "innovative educational productions designed for schools, universities, broadcast, cable television, instructional television, corporations, hospitals, libraries, museums and home video." Information: (415) 465-6885.

Dec. 15-16—"The Promise of High-Definition Television," sponsored by *Annenberg School of Communications, Washington Program*. Willard hotel. Washington. Information: (202) 393-7100.

Dec. 16—*Federal Communications Bar Association* luncheon. "The McLaughlin Group: Media Style." Panelists: Paul Harris, *Variety*; Tack Nail, *TV Digest*; Penny Pagano, *Los Angeles Times*, and Don West, *Broadcasting*. Washington Marriott, Washington.

Dec. 16—Conference for journalists. "Trade and Protectionism: Prospects and Problems," sponsored by *Washington Journalism Center*. Watergate hotel. Washington. Information: (202) 331-7977.

Dec. 17-18—Conference for journalists. "The Economic Outlook for 1987," sponsored by *Washington Journalism Center*. Watergate hotel. Washington. Information: (202) 331-7977.

Dec. 18—"An Introduction to Community Access Television," orientation session sponsored by *Chicago Access Corp.* CAC, Chicago. Information: (312) 294-0400.

Dec. 18—*International Radio and Television Society* Christmas benefit, featuring entertainer Chaka Khan. Waldorf-Astoria, New York.

Dec. 20—Deadline for entries in film and video festival sponsored by *Council on Foundations*. Entries must have received full or partial funding from private, community or corporate grantmaker. Information COF, 1828 L Street, N.W., Washington. 20036-5168; (202) 466-6512.

January, 1987

Jan. 6-7—*National Association of Broadcasters* executive committee meeting. NAB headquarters. Washington.

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 8-10—First International Music & Video Competition. sponsored by *International Music & Video Competition Committee and Fuji Television Network*. Fuji Television Network building, Yoyogi National Stadium and Seibu department store exhibition hall, Tokyo. Information: (03) 358-8264.

Jan. 8-11—Winter Consumer Electronics Show. sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center. Las Vegas Hilton, Riviera and Sahara hotels. Las Vegas. Information: (202) 457-8700.

Jan. 9-11—*Illinois Broadcasters Association* Operation Adapt anti-drug training seminar. Allerton House, Monticello, Ill.

Jan. 11-13—Public Broadcasting Service press tour, part of *Television Critics Association* annual network press tours. Century Plaza hotel, Los Angeles. Information: (703) 739-5000.

Jan. 13—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 13-15—Georgia Radio-Television Institute. spon-

PROGRAM AUTOMATION



...Puts You In Control!

Are you tired of erratic station performance and endless overhead costs? Then it's time to **take control** with a program automation system from Broadcast Electronics. Our advanced automation systems can boost your ratings **and** your profits with a sound so smooth you'll swear it's live!

We offer three models to meet your special needs...

- ☐ **Control 16x** - Full featured and easy to operate. Multi-source capability and an expanded video display.
- ☐ **Econo 16** - Similar to the Control 16x, but without the total complement of features. An excellent starter system!
- ☐ **Sat 16** - The ideal system for satellite delivered formats. Virtual "hands off" operation.

Call or write for more information today! 217-224-9600



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#1 in San Francisco among independents
(KTVU) Sun. 11:30 PM-12 M.

#1 in Detroit among independents (WKBD)
Sat. 11-11:30 PM.

#1 in Cleveland among independents (WUAB)
Sun. 4:30-5 PM.

#1 in Houston among independents (KRIV) Sat.
5:30-6 PM and #1 overall in W 18-49 and total women!

#1 in Tampa among independents (WFTS) Sun.
6:30-7 PM.*

#1 in Cincinnati among independents (WXIX)
Sat. 7-7:30 PM and #1 overall in W 18-49.



*Minimum 85 episodes
available to strip Fall '88.*



Source: NSI/Cassandra (*ARB/SQAD-APOLLO) 10/86.
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sored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, University of Georgia. Athens, Ga.

Jan. 14—*American Women in Radio and Television, Washington chapter*, meeting, "An Evening with FCC Commissioner Patricia Diaz Dennis." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

Jan. 14—*Association of Independent Television Stations* and *NATPE International* first-run syndication promotion event, Synditel '87, to be held during annual Television Critics Association press tour. Twenty-five TV syndication companies scheduled to participate. Theme: "First Run: The Time Has Come." The Palace, Los Angeles. Information: INTV, (202) 887-1970.

Jan. 14—*Illinois Broadcasters Association* "great idea exchange." Holiday Inn, Decatur, Ill.

Jan. 15—Deadline for entries in Charles E. Scripps Award, for "newspaper or broadcast station which best promotes literacy in its community," sponsored by *Scripps Howard Foundation*. No network may com-

pete. Award is part of Scripps Howard Foundation National Journalism Awards. Information: Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 15—Deadline for entries in 37th annual Sidney Hillman Awards for outstanding achievements in social issue journalism, sponsored by *Amalgamated Clothing and Textile Workers Union*. Information: Sidney Hillman Foundation, 15 Union Square, New York, N.Y., 10003.

Jan. 15—*Federal Communications Bar Association* luncheon. Speaker: Congressman John Dingell, chairman, House Energy and Commerce Committee. Washington Marriott, Washington.

Jan. 15—Deadline for entries in American Film & Video Festival, program of *Educational Film Library Association*. Festival is dedicated to "promoting awareness of the wide range of film and video product available for sale of rental to nontheatrical media community." Information: Sandy Mandelberger, (212) 227-5599.

■ **Jan. 15**—Deadline for applications for Paul Miller

Washington Reporting Fellowships, sponsored by *Gannett Foundation of Rochester, N.Y.* and *National Press Foundation*. Information: Paul Miller Washington Reporting Fellowships, P.O. Box 12310, Arlington, Va., 22209; (703) 284-6727.

Jan. 16—Deadline for entries in Jack R. Howard Broadcast Awards for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 16—Deadline for entries in sixth annual *Northern California Radio-Television News Directors Association* awards. Information: Darryl Compton, KRON-TV San Francisco, (415) 561-8760.

Jan. 16-17—*Colorado Broadcasters Association* winter meeting and awards banquet. Broadmoor hotel, Colorado Springs.

Jan. 19—ACE Awards ceremony luncheon, co-sponsored by *National Academy of Cable Programming* and *Southern California Cable Association*. Beverly Hills hotel, Los Angeles. Information: Mel Matthews, (213) 684-7024.

Jan. 20—Presentation of eighth annual network ACE Awards, sponsored by *National Academy of Cable Programming*. Ceremony to be aired live by WTBS(TV) Atlanta. Wilshire theater, Los Angeles. Information: (202) 775-3611.

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Information: (212) 949-9890.

Jan. 23—Deadline for entries in 24th annual National Student Production Awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: Dave Smith, (317) 285-1492.

Jan. 25—Deadline for entries in Vanguard Competition, "honoring a firm or institution for positive portrayal of women in the media," sponsored by *Women in Communications*. Information: WIC, (512) 346-9875.

Jan. 27-29—*South Carolina Broadcasters Association* winter convention. Radisson hotel, Columbia, S.C.

Jan. 30—Deadline for entries in 19th annual Robert F. Kennedy Journalism Awards for outstanding coverage of problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial and Robert F. Kennedy Journalism Awards Committee*. Information: Sue Vogelsinger, (202) 333-1880.

■ **Jan. 30**—*Utah Broadcasters Association* "time management" seminar and UBA annual meeting. Salt Lake City Salt Palace, Holiday Inn, Salt Lake City. Information:

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201) 428-5400.

February, 1987

Feb. 1—Deadline for entries in *American Bar Association's Gavel Awards*. Information: (312) 988-6137.

Feb. 1-4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

Feb. 2—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: (617) 876-6620.

Feb. 2-6—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

Feb. 3—*West Virginia Broadcasters Association* sales seminar. Marshall University student center, Huntington, W. Va. Information: (304) 344-3798.

Feb. 3-4—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

Feb. 4—*West Virginia Broadcasters Association* sales seminar. West Virginia University's Erickson Alumni Center, Morgantown, W. Va. Information: (304) 344-3798.

■ **Feb. 4-8**—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 5—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Fran-

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#1 in Detroit (WJBK) in W 18-34.

#1 in Boston (WCVB).

#1 in Houston (KRIV) in W 18-34, W 18-49 and W 25-54.

#1 in Miami among independents (WCIX).

#1 in Minneapolis (KARE).

#1 in St. Louis among independents (KPLR) and in W 18-34.

#1 in Hartford among independents (WTXX).**

#1 in Baltimore (WBAL) in W 18-34, W 18-49 and W 25-54.



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Feb. 7-10—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

Feb. 10—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Feb. 11—*American Women in Radio and Television*. Washington chapter, reception for new members of Congress. Cannon Caucus Room, Washington.

Feb. 15-17—*Louisiana Association of Broadcasters* annual convention. Westin Canal Place hotel, New Orleans.

Feb. 15-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

Feb. 16-22—Video Expo San Francisco '87, sponsored by *Knowledge Industry Publications*. Civic Auditorium, San Francisco. Information: (914) 328-9157.

Feb. 17-18—*California Broadcasters Association* government relations conference. Hilton hotel, Sacramento. Information: (914) 444-2237.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

Feb. 18—Deadline for entries in Roy W. Howard Award, for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Feb. 18-20—The Texas Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

Feb. 18-20—Forum '86, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Patricia Diaz Dennis. Washington Marriott, Washington.

Feb. 19—Deadline for entries in Edward Willis Scripps Award, for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Feb. 19-20—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 19-21—*Howard University's School of Communications'* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

Feb. 21—*Alpha Epsilon Rho, National Broadcasting Society*, north Central regional convention. University of Wisconsin-Platteville, Wis. Information: Jamie Doerge, (608) 342-1180.

Feb. 23-25—Annual *National Association of Broadcasters* state leadership conference, formerly called state association presidents and executive directors conference. J.W. Marriott, Washington. Information: (202) 429-5310.

Feb. 23-25—*Kentucky Broadcasters Association* trip to Washington for NAB's annual state leadership conference (see item above).

Feb. 24-25—*Association of National Advertisers* television and media workshops. Marriott Marquis, New York. Information: (212) 697-5950.

Feb. 25—*National Press Foundation* awards dinner, featuring presentation of fourth annual Sol Taishoff Award to Robert MacNeil and James Lehrer of PBS's *MacNeill/Lehrer NewsHour*. Sheraton Washington hotel, Washington.

Feb. 25-26—*Illinois Broadcasters Association* Washington trip. J.W. Marriott, Washington.

Feb. 28-March 2—*Association of Film Commissioners* second annual trade show, "Location Expo '87," to exhibit "location filming advantages that each commission has to offer producers of theatrical feature films, TV movies and mini-series and commercials." Held in



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Source: NSI/ROSP, November 1979-July 1986 (among
programs airing in 10 or more markets).

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March 5—*International Radio and Television Society* annual Gold Medal banquet. Waldorf-Astoria. New York.

March 5—*Television Bureau of Advertising* regional sales training conference. Dutch Americana, Orlando, Fla. Information: (212) 486-1111.

March 5—UCLA's fifth biennial communications law symposium. "Following the Footprints: Protecting Film and TV Rights in the World Satellite Marketplace," sponsored by UCLA School of Law, Communications Law Program. Beverly Hilton hotel, Los Angeles. Information: (213) 206-0534.

March 6—Television and ethics conference sponsored by Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter. Marriott hotel, Copley Place. Boston. (617) 578-8615.

March 6-8—Sixth annual Northern California Radio-Television News Directors Association convention and awards. LeBaron hotel, San Jose, Calif. Information: Darryl Compton. KRON-TV San Francisco, (415) 561-8760.

March 10—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center. New York. Information: (212) 867-6650.

March 10-13—*Audio Engineering Society* convention. Queen Elizabeth II conference center. London. Information: (212) 661-8528.

March 15-16—*West Virginia Broadcasters Association* spring meeting. West Virginia Marriott hotel, Charleston, W. Va.

March 17—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials. sponsored by Hollywood Radio and Television Society. Century Plaza hotel. Los Angeles.

March 19—*Television Bureau of Advertising* regional sales training conference. Airport Holiday Inn. Portland, Ore. Information: (212) 486-1111.

March 19—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria. New York.

March 20-22—*Intercollegiate Broadcasting System* national convention. New York Penta hotel. New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 22-26—*National Computer Graphics Association* Graphics '87 conference. Philadelphia Civic Center. Philadelphia. Information: (703) 698-9600.

March 24—*American Women in Radio and Television* 12th annual National Commendation Awards luncheon. Waldorf-Astoria. New York.

March 24—*Federal Communications Bar Association* luncheon. Speaker: Tom Brokaw. NBC. Washington Marriott, Washington.

March 24—*Television Bureau of Advertising* regional sales training conference. Meridien. San Francisco. Information: (212) 486-1111.

March 25—*Illinois Broadcasters Association* college seminar. Illinois State University. Normal, Ill.

March 25-28—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club. Boca Raton, Fla.

conjunction with American Film Market, Feb. 26-March 6. Beverly Hilton, Los Angeles. Information: (213) 275-3400.

March, 1987

March 2-3—"First Amendment Values in Space: Free-

dom of Communications and the New Space Technologies," symposium sponsored by Catholic University, Washington, and funded by Capital Cities Foundation of CapCities/ABC Inc. CU campus, Washington. Information: (202) 635-5600.

March 2-4—SPACE/STTI convention, sponsored by Satellite Television Industry Association. Bally's, Las Vegas. Information: (703) 549-6990.

Open Mike

More on BBC-TV

EDITOR: In our Nov. 17, "Open Mike," we warned that our denial of the BBC's claim to the world's first regular public high-definition television service would itself be rebutted; and your correspondent, Bryce McCrerrick, BBC head of engineering, tries to do just that. But it will not wash. He ignores the main point we made—in November 1936, the British began using exactly the same range of equipment as the Germans had been using for months previously. Instead he relies on the old routine about how the German standard, at 180 lines, was not high definition.

High definition, as a term of the art in the early thirties, meant anything over 100 lines. McCrerrick quotes the British Selsdon Report as mandating 240 as a minimum for high definition, but it did no such thing. The 240 was agreed to as the lower limit by this committee because that was the best local hero Logie Baird could achieve at the time. There is no mention in the report of anything under 240 being de facto low definition.

So the Germans had the same range of equipment producing the same sort of line standards as the British had, but they were using it earlier. They were certainly locked into an obsolete transmission standard, but this standard was nevertheless perceived at the time as being high definition. Theirs was thus the first public regular high-definition system, as we stated in our last letter.

The rest of McCrerrick's reply to our letter is more of the same old song. The 1929-1935 30 line experiments he refers to were just that—experiments.

McCrerrick's last paragraph is in code. Allow us to explain it.

When the British graciously admit, as does McCrerrick, that they knew of Zworykin's work "as a result of the RCA/EMI patent information sharing agreement," they mean after 1936, the year of that agreement.

But to accept this you need to ignore the following facts:

- That EMI was in part an RCA subsidiary at this time with David Sarnoff actually sitting on its board.

- That Schoenberg, the leader of the EMI TV team, went to the St. Petersburg Institute of Technology with Zworykin and shared a teacher. Rozing, the first man to receive a signal onto a cathode ray tube (May 9, 1911).

- That EMI engineers spent three months in Zworykin's lab in the winter of 1933.

- And finally, that Sir Frank McGee, Shoenberg's leading scientist, admitted, in a professional journal in June 1950, that his Emitron was "fundamentally the same as the iconoscope" of Zworykin. It is only our general ignorance of this history that allows senior officials of the BBC to claim EMI's work as "an independent parallel English development."

It really is time for the British to stop pulling the wool over our eyes.—Brian Winston, dean, and Bill Uricchio, assistant professor, The Pennsylvania State University School of Communications, University Park, Pa.

Other point of view

EDITOR: I must respond to Betty Wein's Nov. 10 letter concerning obscenity on TV. When she refers to people being upset over the low priority of obscenity prosecutions, which "people" does she mean?

In a heterogeneous nation such as ours, one cannot refer to "the people" in defending a personal viewpoint without imposing said viewpoint on the rest of the population. There are also many who are upset over the idiocy and waste of taxpayer money intervening in what should be a matter of private concern. After all, every TV set comes equipped with a device known as a channel selector and one can tune in a diversity of programing ranging from CBN to The Playboy Channel.

Furthermore, Ms. Wein's reference to the "community standards thief" displays a rather collectivist mentality which is more compatible with a communist society than with a free market one. A free society means free choice in every aspect of life together with respect of everyone's individual rights.—Louis Sicilia, Guttenberg, N.J.

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#1 in Kansas City (KCTV) 4-4:30 PM – beats Divorce Court and The Jeffersons.

#1 in St. Louis among independents (KPLR) 9-9:30 PM – outperforms lead-in prime movie HH share.

#1 in Detroit (WXON) 7-7:30 PM in 6-8 PM game show block – outperforms All New Dating Game, New Newlywed Game and The Hollywood Squares.*



TELEVISION

Source: NSI/Cassandra (*ARB/SQAD-APOLLO) 10/86.
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Times Mirror buys 'BROADCASTING'

The Times Mirror Co. and Broadcasting Publications Inc. last Friday (Nov. 28) announced an agreement in principle for the acquisition of BROADCASTING magazine and related publications by Times Mirror. The purchase price is approximately \$75 million in cash. Closing is subject to execution of a definitive agreement, approvals by the respective boards of directors and necessary government clearances.

Lawrence B. Taishoff, president of Broadcasting Publications Inc. and publisher of BROADCASTING, stated that he is "pleased to bring BROADCASTING under the Times Mirror banner. For 55 years, my family and several generations of BROADCASTING writers and editors have been dedicated to comprehensive coverage of what we call The Fifth Estate (now encompassing radio, television, cable and satellite communi-

cations). Times Mirror, in its own field of influence, has similarly put journalism first among its attainments. We anticipate a professional fit between us that will prove of lasting and mutual benefit."

In announcing the transaction, Robert F. Erburu, chairman, president and chief executive officer of Times Mirror, said: "We are delighted to add this extraordinary property to our group. Under Larry Taishoff's continued leadership, BROADCASTING will form the nucleus of a trade publication cluster, an important strategic objective of the company."

BROADCASTING was founded 55 years ago by Sol Taishoff and Martin Codel and has reported virtually the entire history of the industry. Times Mirror officials said that Lawrence Taishoff would continue as publisher of BROADCASTING.

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 1

Vol. 111 No. 22

TOP OF THE WEEK

Few surprises in FCC's final must-carry order

A/B switch requirement for new subscribers extends indefinitely; Dawson expresses doubts over effectiveness of switches

The FCC last Friday (Nov. 28) finally released the text of its must-carry decision.

Why it took so long to get it on paper appears to be the big mystery. The order tracks what the FCC voted unanimously to adopt 113 days earlier (BROADCASTING, Aug. 11).

One aspect of its decision was clarified, however. According to the order, the requirement that cable operators install free A/B switches for all new cable subscribers goes on into perpetuity. Only the requirement that cable operators offer free A/B switches to existing subscribers ends after five years.

In a statement, James Mooney, president of the National Cable Television Association, said that organization expected to seek reconsideration.

The order appeared to indicate that cable has at least one sympathizer—Commissioner Mimi Dawson—against the A/B-switch requirement. "Unlike my colleagues... I am not convinced that the regulations the commission has adopted today will achieve what they are intended to achieve: in fact, I believe they will have quite the opposite effect," Dawson said in a separate statement accompanying the order. "For in the guise of deregulating cable television, I fear the commission will only have succeeded in reregulating the cable industry. It is difficult to recall when in recent history this commission has imposed a set of conduct-regulating rules so overbearingly specific in nature."

In his own separate statement, Commissioner James Quello said he regretted that the commission hadn't adopted broader must-carry rules. "I want to make absolutely clear that I will use my best efforts to block any sunset of our must carry should we have credible evidence that our program or assumptions underlying the program are in error," Quello said.

Word had it that Chairman Mark Fowler and Commissioners Dennis Patrick and Patricia Dennis were considering issuing their own joint statement. It is not expected to echo Dawson's concerns.

As reported, the must-carry rules adopted, which will expire Jan. 15, 1992, require all cable systems to carry at least one noncommercial educational station or translator, assuming it is close enough to qualify for carriage. Systems with 20 or fewer "usable activated channels" would be exempt from carriage requirements beyond one noncommercial outlet; systems with more than 20 but fewer than 27 channels would devote up to seven channels for carriage; systems with 27 or more channels must devote up to 25% of their capacity for carriage, and systems with 54 or more channels must carry at least two qualified noncommercial stations or translators, assuming those are available.

All full-power TV stations that are licensed to communities within 50 miles of the principal headend of a cable system and can demonstrate they have achieved at least an average share of total viewing hours of 2% and a net weekly circulation of 5% in noncable homes in the county where the cable system is located would be eligible for must-carry status. All noncommercial stations within the same area would be eligible

for carriage without having to meet the viewing standards, as would new commercial stations for a period of one year. Public broadcasting station translators operating at 100 watts or more and located in the cable community also would be eligible.

The A/B switch aspects of the rules also would require cable operators, within six months of Jan. 15 next year—the day the rules go into effect—to offer existing subscribers free switches on a form that can be returned by those desiring one. Cable operators would also have to make the same offer every year for five years. The switches must be provided to all cable subscribers, whether or not the cable system carries all local TV signals, and the cable operator must offer to supply and install an A/B switch for each TV set to which the cable is connected. Cable operators are supposed to inform subscribers that an antenna may be needed to receive TV signals, and they are not supposed to suggest or recommend that the subscribers dismantle their antennas. "In addition, the new rules will impose a continuing requirement for cable systems to inform subscribers of the changes in the regulations concerning carriage of broadcast signals and of the need for input selector [A/B switch]," the FCC said. "The rules will require cable operators to inform their subscribers annually that not all signals are required to be carried; that after Jan. 15, 1992, no signals might be carried; and thus that it may be necessary to use an antenna in conjunction with an input selector switch to receive available off-the-air broadcast stations not carried on the cable system. In addition, cable operators must include a description of the function of an input selector switch." □

NCTA report blasts A/B switch as too costly

The FCC's A/B switch came under its first major assault in an engineering study released last week by the National Cable Television Association. The study concluded that the rule, part of the commission's final order on must-carry, would create serious financial, technical and practical problems for cable operators and their subscribers. NCTA estimated that it would cost the industry roughly \$1.4 billion to install and replace the switches during the rule's five-year existence. (Initial installation of the switches would exceed \$860 million, but because the switches have a high failure rate, NCTA said total capital costs would amount to \$1.4 billion. Moreover, NCTA said its estimate doesn't include service call expenses which could range between \$20 and \$30 for each call.)

NCTA issued the study to coincide with the FCC's release last Friday of a final order on the new must-carry rules adopted in August. Under those rules, cable operators must install A/B switches at no additional charge for all new subscribers and for all existing subscribers who request them (see story, 43).

The study analyzes the impact of the rule on the cable industry and is based on data and affidavits supplied by cable companies that use A/B switches. Prepared by NCTA's engineering committee, the results were discussed by Wendell Bailey, NCTA's vice president for science and technology, at a press briefing last Wednesday. Cable opposes the A/B switch provisions in the rule and NCTA announced in September that it would seek reconsideration. Copies of the report were expected to be distributed at the commission once the order was issued.

"The implication that we would have to install something like 40 million of these switches caused us to examine in detail what that would mean to us in terms of the cost of material and equipment, included in that cost are such things as the life cycle of these switches and the potential complexities they would add to the day-to-day service calls and usefulness of cable," Bailey said.

Initially, cable operators would have to spend about \$5 per television set to install the switches, he said. (Because of technical problems, cable would have to use a more expensive A/B switch [on average \$3.50 a piece] than those used for home computers and other consumer devices, which "cost as little as 50 cents a piece.") There are additional equipment expenses. "You don't just put in an A/B switch," Bailey said. "You put in another piece of coaxial cable, and in most cases a small transformer. In homes with more than one connection you put in more than one A/B switch," Bailey said. And equipment costs could rise to \$10 or more in homes with VCR's, he said, because "putting in A/B switches causes problems." According to Bailey, 44% of all cable homes have a VCR.

The switches can also cause "serious technical problems." According to NCTA's study, mechanical, stand-alone A/B switches, the kind used most often, are "likely to result in increased signal degradation and signal leakage." If there is not an isolation difference from side A and side B of at least 55 db, Bailey said, the result will be poor degraded signals. The study found that the amount of isolation available on a high-quality switch is less than 55 db. "Even switches that offered 90 db showed that they didn't meet 90 db upon initial testing, and they tested even worse after three months of use," he said. In addition, "isolation can be further eroded by poor connections between the A/B switch and the coaxial cable linking the switch to the television set."

Signal leakage is inevitable, NCTA reported. That problem would be aggravated even more in those cases where switches are sent to subscribers by mail. The chances are, Bailey said, that they would be installed incorrectly. "When this happens, cable signals may be radiated over the air at high gain, violating the commission's signal leakage rules and, at least potentially, threatening interference with other services," NCTA warned.

The switches can also inconvenience subscribers in several



Bailey, Brenda Fox, NCTA general counsel, Seth Davidson, associate general counsel.

ways. In addressable cable systems, a subscriber's converter box is controlled by computer from the cable system headend. But those converters may "lose their memory" if the A/B switch is left in the over-the-air position for any length of time. Consequently, when a subscriber switches back to cable, "there will be a time lag before the converter recovers and becomes operative."

Problems with channel tuning could also occur. Subscribers may find they have to readjust the tuning on their TV set every time they switch from cable to over-the-air reception and back. NCTA said that's because some cable systems transmit signals on a slightly different frequency than the corresponding over-the-air signal, and some television sets will not automatically tune in the new frequency, NCTA said.)

"The other thing we found was that the switches tend to have a rather limited lifetime," Bailey reported. He said data on the mortality rate of switches was gathered from dual cable systems where the stand alone A/B switches are used to select between cable A to cable B. "We found that they fail on average about 20% to 25% a year. That means they have a life expectancy of less than five years." (The study predicted the cost of replacing failed switches over five years could total more than \$539 million.)

In terms of labor costs, repairing the switches would also add to the cable industry's financial burden. The affidavits submitted by cable operators who use the switches reported that 25% or more of their service calls are directly related to a failure in an A/B switch, Bailey said. Affidavits were given by: Steve Hubbard, Jones Intercable Inc.; Bill Schilling, Storer Communications; Joseph E. Van Loan, Viacom Cable, and Nicholas E. Worth, TeleCable Corp.

Furthermore, if the switches aren't used, the switch contacts corrode. "You have to use them or lose them," Bailey said. Regular use of the switches cuts down somewhat on corrosion, but NCTA believes consumers won't be using the switches during the five years the must-carry rules are in effect.

The purpose of the switches, NCTA argued, is to insure that cable subscribers have access to off-air reception of local VHF signals. "By effectively mandating carriage of local VHF stations for the next five years, the commission's 'interim' must-carry rule essentially guarantees that cable subscribers will not need to use switches during that period," the report stated. Moreover, the study pointed out that the switches could prove "superfluous" if a subscriber doesn't have an antenna for over-the-air reception, which is often the case. As a result, Bailey said, the millions of switches cable installed during those five years might not work the first time they're tried.

McKinney wants FCC to move on RKO sale

Process has dragged on long enough, Mass Media Bureau chief feels commission delay is hindering, rather than expediting, action on proposed settlement

The FCC should forge ahead and either approve or disapprove the proposed settlement under which Group W would acquire RKO General Inc.'s KHJ-TV Los Angeles for \$310 million. That's the recommendation of James McKinney, the FCC's Mass Media Bureau chief, who is currently serving as mediator in the RKO settlement negotiations.

Under the KHJ-TV deal, RKO would come out with \$212 million, and Fidelity Television, the longtime competitor for KHJ-TV's facilities, would get about \$98 million. The FCC could have addressed that proposed deal several months ago. Instead, it asked RKO to try to work out similar settlements with the competitors for 13 of its other major-market stations (BROADCASTING, Sept. 15).

"I feel strongly that expeditious action [on the KHJ-TV deal] by the commission could provide much needed guidance to the ongoing settlement negotiations," McKinney said in a formal report to the commissioners last week. "The uncertainty of what the commission may eventually decide with regard to the KHJ-TV settlement agreement is acting as a cloud on the settlement proceeding rather than the spur which the commission apparently envisioned. The removal of this uncertainty could enhance the prospect of achieving the commission's goal of a comprehensive settlement."

In the progress report, which was requested by the commission when it set up the mediation process, McKinney appeared pessimistic about the prospects. He told the commissioners that one hurdle that had to be surmounted "before there is hope for a comprehensive settlement in the public interest" was that RKO and the parties were divided on how much money they should receive from each market. RKO, according to McKinney, contending that it doesn't want to be sued by its shareholders, is insisting that it get 70% of the proceeds in each market, with the competitors dividing the remaining 30% among themselves. (In a footnote, however, McKinney also noted that others have suggested that shareholder suits could ensue if RKO's insistence on a 70%-30% split kept it from taking advantage of the opportunity to settle its way out of broadcasting.) "While most of the competing applicants understand the logic of RKO's position, there are some who reject such a 70-30 split," McKinney said. "RKO has exhibited virtually no flexibility on this issue to date."

Also a "major problem," according to McKinney, is how the competing applicants would divide their money among themselves. "Certain of the applicants insist on a larger proportionate share based on perceived comparative advantages vis-a-vis the other competing applicants or based on ap-

FCC OK's WOR-TV sale

The FCC last week approved the \$387-million sale of RKO General Inc.'s WOR-TV Secaucus, N.J., to MCA. While RKO's remaining 14 stations are subject to competing applications, it was granted unencumbered renewal for WOR-TV under a 1982 law that required the FCC to automatically renew the license of any VHF operator agreeing to move to a state with no V's (BROADCASTING, Dec. 13, 1982) and RKO moved WOR-TV from New York. Petitions to deny the sale were filed, but the FCC rejected those.

plicants' contributions toward the expense of past litigation," McKinney said. "Even where [partial] initial decisions have been rendered, certain applicants insist that such decisions are not yet final and will surely be reversed at later review stages. Some monetary demands clearly are based on a misunderstanding of the comparative/renewal criteria as it is and historically has been applied by the commission."

To overcome the problems, McKinney first suggested action on the KHJ-TV proposed settlement. He also said that after the

40 interested outside parties submit their bids to his office by the close of business Dec. 8 and the competitors and RKO begin considering those, he intended to "report immediately" to the commissioners if a stalemate occurred in a market—for example, if RKO and/or the parties are unable to agree how to divide the proceeds—and recommend that the commission immediately revive the administrative law hearings for the affected competing applicants to determine who should be preferred. In those cases where such "partial initial decisions" have already been arrived at, McKinney recommended that the commissioners themselves, bypassing the Review Board, immediately resolve who the best-qualified competing applicant is.

"These procedures will, in my opinion, move the entire settlement process toward finality, bringing to an end the over 20 years of RKO-related litigation, and would remove the seemingly endless cloud from over these broadcast properties, and permit the successful licensee(s) to proceed, finally, to properly serve the listening and viewing public," McKinney said.

McKinney also said that by next Jan. 9, he should know the outcome of the negotiations in each market. His final report to the commission is due Jan. 31. □

New Coke: Coca-Cola Television

Reorganized group comprises Columbia Pictures Television, Embassy Communications and Merv Griffin Enterprises and is headed by Frank Biondi

The Entertainment Business Sector of the Coca-Cola Co. last week formed Coca-Cola Television, which will encompass Columbia Pictures Television, Embassy Communications and Merv Griffin Enterprises. The reorganization of all the company's television operations takes CPT and Embassy out of the first-run syndication business, leaving the new Columbia/Embassy Television division to concentrate on creating programming for the networks and syndicating off-network programs and theatrical releases. To fill the first-run syndication void, the company established Coca-Cola Telecommunications to handle production and distribution of programming for new markets. It also created Coca-Cola Television Operations to handle general management functions for the three television divisions.

The new company is headed by Frank J. Biondi Jr., executive vice president of the Entertainment Business Sector (EBS), who has gained the title of chairman and chief executive officer of Coca-Cola Television. The consolidation, announced at a press conference last week in Los Angeles, will give Biondi a tighter grip over the day-to-day operation of Coca-Cola's television holdings, which account for the largest por-

tion of EBS. The remainder of the group's holdings comprise Columbia Pictures Industries, Columbia subsidiary The Walter Reade Organization (owner of 11 theaters in New York) and about 40% of Tri-Star.

In recent years, Coca-Cola has pursued an aggressive acquisition campaign for entertainment companies. Biondi said this effort to consolidate a large chunk of those holdings under one banner gives the company time to "digest what we've done, define it and streamline it." While the move signals a slowdown in the company's rapid-fire series of buyouts, it does not by any means spell an end to acquisitions. "We are always looking for a bargain," he said.

Under the newly structured entity, company officials said there will be no loss of power for Francis T. Vincent Jr., president and chief executive officer of the Entertainment Business Sector and executive vice president of the Coca-Cola Co., who will continue to make general policy decisions for the entertainment sector as well as other portions of the corporation.

According to industry sources, the big winner in the consolidation move is Gary Lieberthal, who was named chairman and chief executive officer of Columbia/Embassy Television after just four months in his role as chairman and chief executive officer of Embassy Communications. From 1982-86, he was president of Embassy Telecommunications, where he was responsible for syndication of Embassy's programming. Lie-



Biondi



Lieberthal

berthal's counterpart, Herman Rush, president of CPT, was named chairman and chief executive officer of the new Coca-Cola Telecommunications unit. Rush will concentrate on first-run syndication, basic cable and pay television, the home shopping market and producing original programming for home video distribution. Additionally, he will manage advertising sales and barter activities and supervise Coca-Cola Television's participation in such joint ventures as Colex, C/L Enterprises and The Television Program Source.

After assessing the situation, one knowledgeable industry source said: "I would have to determine that Gary Lieberthal is the winner in that. What winds up on the network and off-network is clearly what drives any studio." But Biondi emphasized that he, Rush, Lieberthal, Griffin and Coca-Cola Television Operations head Brian McGrath, who was executive vice president of Columbia Pictures International Corp., will work together as a management team to plan strategy.

Rush, who has 32 years experience in the television business, told BROADCASTING that he is pleased with his new role and is looking forward to exploring the new possibilities provided by the expanding and highly profitable home video market.

By combining the operations of the three companies, Coca-Cola executives reversed

a stance taken when the soft drink firm acquired Griffin's company in May. Biondi said "we really did not... see any tremendous advantages, aside from potential personnel savings, to combining the operations at Embassy and Columbia." Since then, however, Biondi said, "circumstances have changed to the extent that we think there are some strategic advantages to... creating an umbrella group while maintaining the identity of the respective companies."

The most positive factor, according to Lieberthal, is that combined, CPT and Embassy have 16 series on the air now—more than anyone else. "We will be in a much better position to deal with the networks" and the creative community, he said, adding that there are 146 writers and producers employed by the two television firms. Rush said the consolidation will provide EBS with greater ability to concentrate on new markets and on barter sales, which company officials consider his area of expertise. And Griffin said it will allow for better coordination.

Not everyone will benefit, however. Biondi admitted some of the 500 to 550 employees at the CPT, Embassy and Merv Griffin Enterprises will undoubtedly be thrown out of work. The consolidation will result in the loss of some jobs that involve duplication, Biondi said. But the extent of the personnel reduction will not be known until the company has time to evaluate the situation more thoroughly.

"Clearly, one of the things we are trying to achieve here is overall efficiency," he said. Company officials insist employees who lose their jobs would be adequately compensated. The overall effect, however, may be minimal since some divisions, such as the telecommunications unit, will likely be expanded, Biondi said.

The new first-run syndication unit has already taken over sales for CPT's *The New Gidget*, *What's Happening Now*, *Punky Brewster* and *The Real Ghostbusters*. In the



Rush



McGrath

fall of 1987, it will handle *The New Monkees* from CPT and *Silver Spoons* from Embassy. The telecommunications unit will not, however, syndicate Griffin's *Wheel of Fortune* and *Jeopardy*, the number one and two game shows in syndication, respectively, because of his existing distribution agreement with King World.

The first visible sign of the change will occur at January's Association of Independent Television Stations and NATPE International conventions, where there will be banners for the three newly formed divisions and the parent company, Coca-Cola Television, Biondi said. The Television Program Source will have both its own banner and the Coca-Cola Television banner, Rush added. Because the companies were combined so close to the programming meetings, Biondi said, "it will not be quite as smooth as I would like." In coming years, he said, the divisions will not need quite as much space.

With Biondi maintaining his office in New York, and his four-man management team scattered throughout Los Angeles, he said it will be necessary to commute frequently. It may be easier to arrange a meeting spot in 1988, however, when construction is completed on a 450,000-square-foot office building in Burbank, Calif. Biondi said Coca-Cola may locate a majority of its television and film organization in the new building. □

1986 is the pits for national spot radio

RER predicts business will only be 1% better than 1985; RAB's Stakelin sees 'slow growth' continuing; study group formed to assess situation

National spot radio business in 1986 can be summed up in one word: dismal.

As the year nears a close, station representatives are forecasting a mere 1% growth over 1985's total of \$900,954,900. Radio Expenditure Reports, Larchmont, N.Y., which collects financial information each month from rep companies, shows business from January through October up only 1.8% over the same period a year ago to \$756,680,100. And the outlook for 1987 isn't much better with some reps looking for similar spot buying conditions to prevail through at least the first half.

In the Radio Advertising Bureau's annual economic outlook report, RAB President Bill Stakelin is projecting "slow growth" for

spot over the next few years. "In a period of disinflation when prices [for goods and services] are rising slowly and the cost of doing business stagnates," said Stakelin, "many national advertisers are retrenching."

According to Bill Fortenbaugh, president of Christal Radio, that condition is causing some advertisers to buy spot radio at "reduced rating point levels" which can have a "negative impact" on pricing.

Reps also point to several other factors causing the soft spot marketplace, including the regionalization of agency business, which in some cases is transferring national dollars into local sales. That trend, coupled with the recent onslaught of agency and client megamergers, is creating a climate of uncertainty on the planning level, according to many reps.

Another major reason offered for the sales slump is the diversion of advertising funds to short term promotional campaigns. Torbet

Radio President Tony Fasolino calls this trend "the most important thing affecting spot." (During a Station Representatives Association meeting in August, Michael Moore, corporate media director for D'Arcy Masius Benton & Bowles, told rep executives that expenditures now approach 50% for promotion and 50% for advertising.)

Dave Recher, Eastman Radio's executive vice president/administration, concurred with Fasolino. "Advertisers are plugging products subtly through public relations and event sponsorships," he said. "And they are relying on 'cents-off' coupons and direct mail."

Recher also said that there were no new radio accounts "of any substance" in 1986. Indeed, an analysis of RER data prepared by Masla Radio reveals that five product categories accounted for nearly 62% of all spending in spot radio during the first half of 1986. They were: beer and wine, consumer

services (banks and insurance companies), food products, automotive and travel and shipping (BROADCASTING, Nov. 3.)

Peter Moore, executive vice president, Masla Radio, expects business in January and February to be off from 6% to 10%, but he predicts that March will be the "break-through" month for spot. Said Moore: "It will take time before the agency and client megamergers, especially in the airline industry, straighten out."

Some rep executives point to the advertising growth of network radio, which is experiencing sales increases in double-digit percentages (BROADCASTING, Nov. 10), as a contributing factor in the sluggishness in the national spot market.

"With the huge amount of new network and syndicated product, there is so much inventory available at such low rates that advertisers are able to satisfy their radio needs," said Ellen Hulleberg, president of McGavren Guild Radio. "And the pricing for that syndication and network programming is one-fifth to one-third, and, in some cases,

one-tenth the cost of national spot," she said. "The supply has exceeded the demand for national spot."

Ed Kiernan, vice president and general manager, CBS Radio Representatives, also noted that the boom in network radio sales is having an "adverse effect" on the national spot marketplace. "Advertisers are buying the networks for major-market purchases and are filling in with spot in the smaller markets," said Kiernan. He said that spot business in the top 25 markets is "marginally down." About 58% of the total spot radio business is done in the top 25 markets, Kiernan said.

(RER shows spot ad expenditures in the top 10 markets for January through October off by 1%, compared to the same period last year, to \$287,075,800. And for markets 11 through 25, sales are down by 0.5% to \$161,861,800. But for markets 100-plus, business is up by 16% to \$106,047,900.)

The surge in sales for markets 100-plus was the subject of Blair Radio's fourth-quarter "outlook" report. It said that, based on

Blair's examination of the RER data, one reason for the increase is that major rep firms have been "taking on more stations in markets ranked below 100 and, therefore, the billings reflected this year [in the RER reports] were not there last year."

The beleaguered rep community is now taking steps to bolster national spot buying. The Station Representatives Association's National Radio Marketing Group (NRMG) recently formed a national spot radio task force, a small group of rep officials and broadcasters, who, along with the NRMG, are conducting studies among advertisers and agencies. Don Macfarlane, director of marketing, CBS Radio Representatives, who also serves as the NRMG chairman, said the group will utilize the results of the research to implement a major marketing and promotional "action" plan by mid-February.

The next NRMG meeting, which will be open to all rep firm presidents, is slated for Dec. 16 at the New York headquarters of Katz Communications. □

Top Intelsat officials placed on administrative leave

Internal audit uncovers questionable mortgage-related transaction; Colino, Alegrrett say evidence will show their actions were 'understandable'; Hampton named acting director general

One day last August, the International Telecommunications Satellite Organization's inside auditor, James Malarkey, contacted the organization's outside auditor, Peat, Marwick, Mitchell & Co. He said he was "disturbed" by an order he had received from Director General Richard Colino to modify an audit that had been done on a transaction regarding payment of a brokerage fee on refinancing construction of Phase I of Intelsat's new, gleaming headquarters building on Connecticut Avenue, in Washington. Peat, Marwick began an investigation that resulted last week in Intelsat's two top administrative officers, Colino and Jose L. Alegrrett, deputy director general for business planning and external relations, being placed on paid administrative leave pending review of the matter by the board at its next meeting, beginning on Dec. 4.

The principal focus of the inquiry reportedly is a \$1.35-million payment to Charles and Dana Gerrell, a husband-and-wife team of mortgage brokers from Little Rock, Ark., for refinancing of the \$60 million to \$80 million loan. Peat, Marwick, in the report it made to Intelsat board chairman Tadashi Nishimoto, said the payment was made under questionable circumstances and without authorization by the board. Peat, Marwick, whose investigators did not question Colino or Alegrrett, suggested that the board conduct its own investigation. According to information circulating late last week, elements of the board were to meet over the weekend to focus on the Colino/Alegrrett matter in advance of the board meeting.

And in another development, the U.S. attorney for the District of Columbia has taken

an interest in the matter. The U.S. attorney, Joseph E. DiGenova, said his office had received information from Intelsat regarding the matter and that members of his staff will meet with Intelsat representatives to discuss the matter further. "As soon as we get information from Intelsat, it will be reviewed by our staff, and judgments will be based on that," DiGenova said.

Colino and Alegrrett, in a statement issued through Colino's attorney, Nathan Lewin, of Miller, Cassidy, Larroca & Lewin, noted that the letter "made no allegation of illegality," denied any wrongdoing and complained that the Peat, Marwick letter had been prepared, and "apparently" provided to the press, without either of them being contacted for their comment. The statement also said Colino and Alegrrett have asked Intelsat to provide "all relevant documentation and access to statements made by management personnel who were interviewed before the letter was written," and added, "We are confident that when all information is known, it will be clear that our actions were understandable and were made, at the time, in the best interests of Intelsat."

The story broke early Monday morning, stunning members of the international telecommunications community. Intelsat released a statement by Nishimoto revealing that he had received a letter from Intelsat's external auditors "raising questions about certain transactions" and that the letter had been forwarded to the board for consideration at its next meeting. In the meantime, he said, Colino and Alegrrett "are on administrative leave." He added that John D. Hampton, deputy director general for operations and development, has been named acting director general.

Nishimoto's statement did not reveal much. It said the auditor's letter is not a public document and that the matters raised in it "are not appropriately discussed at this

time." But he sought to reassure the 112 member-owners of the global consortium that is responsible for most of the international telecommunications traffic: "The questions raised in the auditors' letter do not in any way affect the operational or financial viability of Intelsat, and business is being conducted as usual."

The U.S. government agencies most intimately involved in developing Intelsat-related policy—the FCC, National Telecommunications and Information Administration and the State Department—were not offering substantive comment. Comsat Corp., the U.S. signatory to Intelsat, issued a statement under the name of Bruce Crockett, vice president and general manager of the Intelsat Satellite Services Unit, saying: "We were consulted by Nishimoto this weekend, and strongly endorse the steps taken." The statement also said Comsat will extend its full support to the acting director general while the issues raised by the auditors are examined.

The Peat, Marwick story, which is rife with allegations of documents being modified and backdated, of Alegrrett brushing off warnings by other officials and making the payment at issue, and of Colino negotiating an agreement designed to make it impossible for Intelsat to recover the payment, appears to have had its origins in 1985.

In that year, the Gerrells were brought in by the contractor on Phase II of the headquarters building, William P. Lipscomb, of Arlington, Va., to obtain the financing for that project. The Gerrells were associated at the time with Simmons Mortgage Co., of Little Rock, as independent contractors and were said to have been paid close to \$1 million in connection with Phase II—\$99,000 in fees and \$819,000 in expenses—under an agreement signed in February 1985. The original lender was RepublicBank of Texas, but Riggs Bank of Washington bought the

loan from the Texas bank a year later, at what Colino told the board would be a saving of \$1 million in interest charges.

Then, last summer, as interest rates were declining, the board decided to refinance construction of Phase I of the aluminum-and-glass structure, which has won awards for its design. The signatories had financed the construction themselves at a time when interest rates were high. At about the same time as the board proposed a refinancing plan, RepublicBank reemerged, with a refinancing offer—and, in August, it abruptly demanded an answer by Aug. 18. Alegrett, after conferring with Colino, who was out of town, is said to have approved the offer, on that day, subject to approval by the board. Apparently no other offers were considered.

Only a few hours later, Peat, Marwick said, the Gerrells appeared in Alegrett's office to demand a brokerage commission of \$2,250,000 in connection with the RepublicBank loan. They claimed they were entitled to the payment under the February 1985 agreement. What happened next seems bizarre, but according to the letter, Alegrett, again after consulting with Colino, is said to have agreed to a compromise figure of \$1,350,000. The remainder would be paid after the board approved the deal with the Texas bank. (The loan and the payment have yet to be submitted to the board.) All this, despite the fact Alegrett was said to have been told by the acting legal adviser, Claudio Bonnefoy, even before the Gerrells had left the building, that their only claim was in connection with financing of Phase II. If anything, Bonnefoy was reported to have said, the Gerrells were entitled to only 10% of the amount they were seeking. Alegrett's reported explanation for agreeing to the \$1.35 million payment was that he wanted

"to avoid bad publicity and a threatened lawsuit." The next morning, Alegrett is said to have given the Gerrells a document permitting them to cash the check immediately.

On Aug. 20, Colino reportedly asked Malarkey to do "a spot audit" on the transaction. The product evidently did not satisfy Colino. Peat, Marwick said he asked that it be rewritten, and the revised report, submitted on Aug. 27, placed substantial blame on two Intelsat officials—David Tudge, deputy director for administration and finance, and Intelsat's legal adviser, David Leive (both of whom had been out of the office on Aug. 18)—but concluded that the payment should not have been made. Malarkey, according to the report, was sufficiently disturbed by Colino's request to contact Peat, Marwick.

But there was more, apparently. On Sept. 14, Colino is said to have drafted a memorandum that he asked public affairs officer Robert Leahy to sign, backdated to Aug. 18, advising Alegrett to avoid bad publicity in connection with the payment issue—the rationale Alegrett used in explaining his reason for agreeing to the payment. The Peat, Marwick letter did not say whether Leahy signed the memorandum, but said Colino gave it to Malarkey for use in his dealing with Peat, Marwick.

By that time, according to the Peat, Marwick letter, Colino had taken another step virtually ruling out any chance of recovering the \$1.35 million payment. He is said to have negotiated a mutual release with the Gerrells that was "purported" to eliminate any possibility of such recovery. He acted, according to the letter, despite the advice of Tudge and Leive, who said Intelsat did not owe the Gerrells anything. The Gerrells' side of the story—like Colino's and Alegrett's—remains to be told.

There are two other other aspects of the story. One, reported by *The Wall Street Journal*, which cited Intelsat documents, said Colino in July had changed the check-writing arrangements to eliminate the need of a finance department official's signature. According to *The Journal*, the change made it possible for Colino, or Alegrett, when he was serving as acting director general, to sign checks for more than \$100,000, provided they obtained an additional signature from one of a number of other executives. The other, reported in the Peat, Marwick letter, said Colino instructed Leahy in June to see to it that Tudge, the chief financial officer, was out of the office as much during the summer as possible. Tudge was already scheduled to be in London in August, so speaking engagements were arranged for him in July. It was not clear what direct connection those two elements had with the payment to the Gerrells, other than that they seemed to reflect a desire by Colino to work free of routine controls in financial matters.

Colino, who is the first American to head the 112-member consortium since its establishment, in 1964, has developed a reputation as a strong, if controversial, leader since becoming director general in January 1984. He has frustrated U.S. government officials attempting to implement U.S. policy to establish separate communications satellite systems; he has made it clear he fears such systems would adversely affect Intelsat's viability. On the other hand, disinterested observers in Washington say Colino has simply been doing the job he was hired to do. And one friend—who was shocked at disclosure of the Peat, Marwick letter and the action taken to suspend Colino and Alegrett—said that if Colino survives the investigation, "he will be stronger than ever." □

Changes abound in TV's top 20 owners

Networks still hold down first, second and third, but in rest of BROADCASTING ranking, there are many new faces

Large TV station and group sales in recent months have caused major changes in the ranks of the top 20 television group owners ranked by market penetration. While Capacities/ABC, NBC and CBS still own the top three positions, respectively, RKO, SIN, Outlet, Meredith and Knight-Ridder have all fallen from BROADCASTING's top 20 (BROADCASTING, Dec. 30, 1985), with Home Shopping Network, TVX Broadcast Group, MCA, Hallmark Cards and Reliance Group taking their places.

There has also been movement by some of those still on the list. Twentieth Century Fox moved ahead of Tribune Co. to become the fourth largest TV group with its purchase of WXNE-TV Boston for \$28 million. ("Changing Hands," Aug. 25). KKR moved to ninth from seventh after it sold WWHT(TV) Newark, N.J., and would have dropped off the list entirely if its sale of seven TV's to Lorimar had not fallen through (BROADCASTING, Nov. 10). Taft moved from eighth to 19th place after agreeing to sell its independent

television stations for \$240 million (BROADCASTING, Nov. 24). The Taft sale moved Chris Craft to eighth place and Gannett to 10th. Gannett also passed Cox Broadcasting, although no TV sales have occurred at either group; there have been changes in the markets of both companies' stations. Scripps Howard and Gaylord each moved down one place to 15th and 16th, respectively, because of two new players in the top 20. Hearst moved down two places to 18th place because of a third new player, and Belo became the 20th largest station group.

The biggest news in the top 20, however, is the new groups gaining a large percentage of the U.S. market. The sale of RKO's WOR-TV New York to MCA (which was approved by the FCC last week, see story, page 45) has made MCA the 14th largest owner (by market penetration) with only one TV station. Newcomer Hallmark Cards Inc. became the 15th largest group owner with its purchase of the Spanish International group for \$301.5 million ("Changing Hands," July 28). Reliance Group's purchase of the John Blair & Co. stations and the purchase of Norman Lear's WNUJ-TV Linden, N.J., moved Reliance into the 17th spot. For the first time two owners of

Spanish TV station groups are in the top 20.

Taft's sale of five independent stations in the top 15 markets will catapult TVX Broadcast Group, based in Virginia Beach, Va., to the 11th largest group owner. The most dramatic ascension on the list is the emergence of Home Shopping Network as the seventh largest station group. HSN owned no stations before August when it began its buying spree with the purchase of KKR's WWHT Newark, N.J., and WSNL-TV Smithtown, N.Y. Over the next few months it purchased 10 TV stations, almost all in top 10 markets.

In the chart on page 49, market penetration is based on Arbitron figures for 1986-87 released in October. UHF stations are figured at a 50% discount in coverage.

There is a similar story in the listings of the top 50 cable multiple systems operators that appears on page 50, as TCI and ATC maintain the numbers one and two positions. Group W Cable drops from the list because of its acquisition by a consortium of MSO's, although not all the buyers have included Group W figures in their subscriber totals. New to the list are Adelphia, TKR Cable, TCI-Taft, Hauser, First Carolina, Cencom Cable and Media General. □

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1986-87 market ADI household and percentage figures released in October. UHF stations are figured at a 50% discount in coverage, according to FCC rules.

1. □ **Capcities/ABC** (24.43%)

- Ch. 7 WLS-TV Chicago (3) 3.50%
- Ch. 30 KFSN-TV Fresno, Calif. (63) .23%
- Ch. 13 KTRK-TV Houston (10) 1.66%
- Ch. 7 KABC-TV Los Angeles (2) 5.17%
- Ch. 7 WABC-TV New York (1) 7.78%
- Ch. 6 WPVI-TV Philadelphia (4) 3.01%
- Ch. 11 WTVD-TV Raleigh-Durham, N.C. (35) .71%
- Ch. 7 KGO-TV San Francisco (5) 2.37%

2. □ **NBC/GE** (21.01%)

- Ch. 5 WMAQ-TV Chicago (3) 3.50%
- Ch. 3 WKYC-TV Cleveland (11) 1.61%
- Ch. 4 KNBC-TV Los Angeles (2) 5.17%
- Ch. 4 WNBC-TV New York (1) 7.78%
- Ch. 4 WRC-TV Washington (9) 1.78%
- Ch. 4 KCNC-TV Denver (1) 1.17%

3. □ **CBS** (19.46%)

- Ch. 2 WBBM-TV Chicago (3) 3.50%
- Ch. 2 KCBS-TV Los Angeles (2) 5.17%
- Ch. 2 WCBS-TV New York (1) 7.78%
- Ch. 10 WCAU-TV Philadelphia (4) 3.01%

4. □ **20th Century Fox** (19.340%)

- Ch. 32 WFLD-TV Chicago (3) 1.75
- Ch. 33 KRLD-TV Dallas (8) .915%
- Ch. 26 KRIV-TV Houston (10) .83%
- Ch. 11 KTTV-TV Los Angeles (2) 5.17%
- Ch. 5 WNEW-TV New York (1) 7.78%
- Ch. 5 WTTG-TV Washington (9) 1.78%
- Ch. 25 WXNE-TV Boston (6) 1.115%

5. □ **Tribune** (18.67%)

- Ch. 46 WGNX-TV Atlanta (12) .70%
- Ch. 9 WGN-TV Chicago (3) 3.50%
- Ch. 2 KWGN-TV Denver (19) 1.17%
- Ch. 5 KTLA-TV Los Angeles (2) 5.17%
- Ch. 26 WGN-TV New Orleans (33) .35%
- Ch. 11 WPIX-TV New York (1) 7.78%

6. □ **Group W** (15.28%)

- Ch. 13 WJZ-TV Baltimore (21) 1.02%
- Ch. 4 WBZ-TV Boston (6) 2.33%
- Ch. 3 KYW-TV Philadelphia (4) 3.01%
- Ch. 2 KDKA-TV Pittsburgh (12) 1.38%
- Ch. 5 KPIX-TV San Francisco (5) 2.37%
- Ch. 9 KHJ-TV Los Angeles (2) 5.17%

7. □ **Home Shopping Network** (14.245%)

- Ch. 60 WPWR-TV Chicago (3) 1.75%
- Ch. 69 WWHT-TV Newark, N.J. (1) 3.89%
- Ch. 66 WVJV-TV Marlborough, Mass. (6) 1.165%
- Ch. 67 KTHH-TV Alvin, Tex. (10) .83%
- Ch. 24 WKJL-TV Baltimore (21) .51%
- Ch. 65 WSJT-TV Vineland, N.J. (4) 1.525%
- Ch. 46 KHS-TV Ontario, Calif. (2) 2.585%
- Ch. 61 WCLQ-TV Cleveland (11) .805%
- Ch. 66 KPST-TV Vallejo, Calif. (5) 1.185%

8. □ **Chris Craft Industries** (10.405%)

- Ch. 13 KCOP-TV Los Angeles (2) 5.17%
- Ch. 9 KMSP-TV Minneapolis (15) 1.37%
- Ch. 45 KUTP-TV Phoenix (22) .51%
- Ch. 12 KPTV-TV Portland, Ore. (26) .90%
- Ch. 4 KTVX-TV Salt Lake City (41) .66%
- Ch. 4 KMOL-TV San Antonio, Tex. (44) .61%
- Ch. 44 KBHK-TV San Francisco (5) 1.185%

9. □ **KKR** (9.87%)

- Ch. 13 WLOS-TV Asheville, N.C. (35) .71%
- Ch. 5 WAGA-TV Atlanta (15) 1.40%
- Ch. 38 WSBK-TV Boston (6) 1.165%
- Ch. 8 WJW-TV Cleveland (11) 1.61%
- Ch. 2 WJBK-TV Detroit (7) 1.92%
- Ch. 4 WTVJ-TV Miami (14) 1.37%
- Ch. 6 WITI-TV Milwaukee (30) .80%
- Ch. 39 KCST-TV San Diego (26) .455%
- Ch. 13 WTVG-TV Toledo, Ohio (65) .44%

10. □ **Gannett** (8.795%)

- Ch. 11 WXIA-TV Atlanta (12) 1.40%
- Ch. 56 WLVI-TV Boston (6) 1.165%
- Ch. 9 KUSA-TV Denver (19) 1.17%
- Ch. 11 KARE-TV Minneapolis (16) 1.37%
- Ch. 5 KOCO-TV Oklahoma City (37) .70%
- Ch. 12 KPNX-TV Phoenix (22) 1.02%
- Ch. 9 WUSA-TV Washington (9) 1.78%
- Ch. 24 KVUE-TV Austin, Tex. (72) .19%

11. □ **TVX Broadcast Group** (8.405%)

- Ch. 38 KTJM-TV Pine Bluff, Ark. (53) .26%
- Ch. 38 WNOL-TV New Orleans (33) .35%
- Ch. 22 WLFL-TV Raleigh, N.C. (38) .345%
- Ch. 30 WCAV-TV Nashville, Tenn. (31) .39%
- Ch. 30 WMKW-TV Memphis, Tenn. (39) .335%
- Ch. 35 KRRT-TV Kerrville, Tex. (44) .305%
- Ch. 33 WTVZ-TV Norfolk, Va. (46) .30%
- Ch. 45 WNRW-TV Winston-Salem, N.C. (50) .29%
- Ch. 49 WNYB-TV Buffalo, N.Y. (36) .35%
- Ch. 20 WDCA-TV Washington, D.C. (9) .875%
- Ch. 29 WTAF-TV Philadelphia (4) 1.485%
- Ch. 21 KTXA-TV Fort Worth, Tex. (8) .915%
- Ch. 20 KTXH-TV Houston (10) .845%
- Ch. 6 WCIX-TV Miami (14) 1.36%

12. □ **Cox** (8.21%)

- Ch. 2 WSB-TV Atlanta (12) .70%
- Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
- Ch. 7 WHIO-TV Dayton, Ohio (48) .58%
- Ch. 50 WKBD-TV Detroit (7) .96%
- Ch. 2 KTVU-TV Oakland, Calif. (5) 2.37%
- Ch. 11 WPXI-TV Pittsburgh (13) 1.38%
- Ch. 30 KDNL-TV St. Louis (18) .60%
- Ch. 9 WFTV-TV Orlando (27) .86%

13. □ **MCA** (7.78%)

- Ch. 9 WOR-TV New York (1) 7.78%

14. □ **Hallmark Cards** (7.695%)

- Ch. 21 KFTV-TV Hanford, Calif. (63) .23%
- Ch. 34 KMEX-TV Los Angeles (2) 2.585
- Ch. 23 WLTN-TV Miami (14) .685%
- Ch. 41 WXTV-TV Paterson, N.J. (1) 3.89%
- Ch. 41 KWEX-TV San Antonio, Tex. (44) .305%

15. □ **Scripps Howard** (7.250%)

- Ch. 9 WCPO-TV Cincinnati (28) .81%
- Ch. 5 WEWS-TV Cleveland (11) 1.61%
- Ch. 41 KSHB-TV Kansas City, Mo. (29) .405%
- Ch. 5 WMC-TV Memphis (39) .335%
- Ch. 15 KNXV-TV Phoenix (22) .51
- Ch. 2 KJRH-TV Tulsa (52) .53%
- Ch. 5 WPTV-TV West Palm Beach, Fla. (57) .51%
- Ch. 7 WXYZ-TV Detroit (7) 1.92%
- Ch. 28 WFTS-TV Tampa (17) .62%

16. □ **Gaylord** (7.205%)

- Ch. 43 WUAB-TV Cleveland (11) .805%
- Ch. 11 KTVT-TV Fort Worth (8) 1.83%
- Ch. 39 KHTV-TV Houston (10) .83%
- Ch. 18 WWTN-TV Milwaukee (30) .40%
- Ch. 8 WVUE-TV New Orleans (33) .74%
- Ch. 11 KSTW-TV Tacoma, Wash. (16) 1.36%
- Ch. 13 WTVT-TV Tampa, Fla. (17) 1.24%

17. □ **Reliance Group** (7.16%)

- Ch. 47 WNJU-TV Linden, N.J. (1) 3.89
- Ch. 52 KVEA-TV Corona, Calif. (2) 2.585
- Ch. 51 WSCV-TV Fort Lauderdale, Fla. (14) .685
- Ch. 4 WKAQ-TV San Juan, P.R. NR*

18. □ **Hearst** (6.96%)

- Ch. 11 WBAL-TV Baltimore (21) 1.02%
- Ch. 5 WCVB-TV Boston (6) 2.37%
- Ch. 2 WDTN-TV Dayton, Ohio (48) .58%
- Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
- Ch. 12 WISN-TV Milwaukee (30) .80%
- Ch. 4 WTAE-TV Pittsburgh (13) 1.38%

19. □ **Taft** (5.83%)

- Ch. 6 WBRC-TV Birmingham, Ala. (43) .63%
- Ch. 12 WKRC-TV Cincinnati (28) .81%
- Ch. 6 WTVN-TV Columbus, Ohio (34) .74%
- Ch. 8 WGHP-TV High Point, N.C. (50) .58%
- Ch. 4 WDAF-TV Kansas City, Mo. (29) .81%
- Ch. 10 KTSP-TV Phoenix (22) 1.02%
- Ch. 10 WTSP-TV St. Petersburg, Fla. (17) 1.24%

20. □ **Belo Broadcasting** (5.68%)

- Ch. 8 WFAA-TV Dallas (8) 1.83%
- Ch. 13 WVEC-TV Hampton, Va. (46) .60%
- Ch. 11 KHOU-TV Houston (10) 1.66%
- Ch. 10 KXTV-TV Sacramento, Calif. (20) 1.06%
- Ch. 6 KOTV-TV Tulsa, Okla. (52) .53%

* TV groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

Cable's top 50

<i>Company</i>	<i>Basic subs</i>	<i>Homes passed</i>	<i>Basic penetration</i>	<i>Pay subs</i>	<i>Total homes</i>
1. TCI (Dec. 31, 1985)	3,902,000	7,033,000	55.5%	2,823,000	N/A
2. ATC (Dec. 31, 1985)	2,700,000	4,900,000	55.1%	2,300,000	N/A
3. Storer (Sept. 30)	1,509,000	2,567,000	58.8%	1,263,000	2,886,000
4. Cox Cable	1,346,269	2,386,379	56.4%	1,295,364	2,430,324
5. Continental (Sept. 30)	1,324,000	2,410,000	54.9%	1,437,000	2,470,000
6. Warner Amex	1,200,000	2,333,000	51.4%	512,000	3,000,036
7. Comcast (Sept. 30)	1,103,145	2,017,000	54.7%	922,675	2,316,000
8. United	1,075,850	1,833,107	58.7%	813,423	N/A
9. Newhouse (Sept. 30)	981,630	1,573,521	62.4%	959,495	N/A
10. Viacom	930,000	1,670,000	55.7%	691,000	1,700,000
11. Times Mirror	841,000	1,550,000	54.3%	529,000	N/A
12. Jones Intercable	796,402	1,285,850	61.9%	590,742	N/A
13. United Artists	748,819	1,220,889	61.3%	594,037	1,266,378
14. Sammons	748,389	1,227,906	60.9%	732,749	N/A
15. Heritage (Sept. 30)	738,115	1,572,451	46.9%	556,996	1,742,736
16. Cablevision Systems	600,500	N/A	N/A	N/A	N/A
17. Century	592,176	N/A	N/A	N/A	N/A
18. Rogers (Sept. 30)	548,726	1,228,806	44.7%	581,066	N/A
19. Telecable	496,005	814,075	60.9%	591,339	N/A
20. Daniels (Sept. 30)	452,825	836,952	54.1%	564,695	N/A
21. Cablevision Industries	417,006	604,357	69.0%	301,466	917,082
22. McCaw	415,104	717,204	57.8%	235,661	N/A
23. Prime Cable (Sept. 30)	414,100	878,200	47.2%	468,800	900,000
24. American Cablesyst. (Sept. 30)	401,264	902,669	44.4%	556,392	1,217,040
25. Adelphia	399,965	628,290	63.7%	302,146	N/A
26. Centel	384,825	661,654	58.2%	285,056	681,986
27. Post-Newsweek (Sept. 30)	362,892	549,032	66.1%	216,104	557,993
28. Wometco	360,000	634,000	56.8%	226,000	N/A
29. Scripps-Howard	345,427	N/A	N/A	N/A	N/A
30. TCA Cable	294,759	390,953	75.4%	99,957	N/A
31. Multimedia	292,712	552,775	53.0%	268,197	N/A
32. Colony (Sept. 30)	249,738	456,644	54.7%	243,053	470,800
33. Maclean Hunter	241,423	469,599	51.4%	310,000	989,599
34. Falcon	230,051	N/A	N/A	194,593	N/A
35. Sutton Capital	218,972	426,601	51.3%	220,184	N/A
36. Lenfest (Sept. 30)	212,238	455,570	46.6%	208,236	560,834
37. Service Electric	210,000	300,000	70.0%	75,000	N/A
38. Communications Services	205,000	290,000	70.7%	N/A	N/A
39. Rifkin	200,000	320,000	62.5%	117,000	N/A
40. TKR Cable	184,200	314,200	58.6%	247,900	320,000
41. TCI-Taft (Sept. 30)	183,000	270,600	67.6%	112,800	N/A
42. Western	179,581	250,640	71.6%	93,779	N/A
43. Cablentertainment	173,000	225,000	76.9%	76,000	N/A
44. Hauser	161,000	410,000	39.3%	192,000	596,000
45. Adams Russell	153,500	259,300	59.2%	129,200	304,000
46. First Carolina	153,477	281,440	54.5%	104,754	310,000
47. Harte Hanks	149,600	321,762	46.5%	123,863	369,137
48. Cencom Cable	144,000	255,000	56.5%	115,000	285,000
49. New York Times (Sept. 30)	137,082	241,204	56.8%	129,606	N/A
50. Media General	136,000	224,000	60.7%	220,000	254,000

TCI figures do not include its portion of Group W purchase (629,513 subscribers), 51% interest in UA (748,819 subs) or its divestment of TeleScripps venture with Scripps Howard (269,407 subs). Those adjustments would give the MSO over 5 million subscribers. TKR Cable is joint venture between TCI and Knight Ridder. ATC's figures do not include its portion of Group W purchase (500,000 subs), which will be operated as separate company, partnership between ATC and Houston Industries. Heritage figures do not include incorporation of systems acquired with purchase of Rollins (207,500 subs). Hauser numbers includes pending acquisitions. Numbers are for Oct. 31 unless otherwise noted.

**The
Wait Is
Over...**

Embassy V

6.0

6.0

THE FACTS OF LIFE

#1
RATING

#1
WOMEN 18-34

#1
WOMEN 18-49

#1
TEENS

#2
WOMEN 25-54

#2
KIDS

#3
MEN 18-34

#3
MEN 18-49

#3
MEN 25-54

SILVER SPOONS

#1
RATING

#1
MEN 18-34

#2
WOMEN 18-34

#2
MEN 18-49

#2
MEN 25-54

#2
TEENS

#3
WOMEN 18-49

#3
WOMEN 25-54

#3
KIDS

5.9

MAGNUM P.I.

Wins Again.

And you can
look it up.

4.9
WORLD
OF
DISNEY

2.6
FALL
GUY

2.5
KNIGHT
RIDER

1.4
FALCON
CREST

★ E EMBASSY
EMBASSY COMMUNICATIONS - A UNIT OF *The Coca-Cola Company*

Source: NSI Overnight Markets
9/15 - 10/22 Ratings
9/20 - 10/20 Demographics

Cable industry heads west to Anaheim

Must carry, the kicking in of deregulation top agenda

More than 7,500 people and 200 exhibitors (a 5% increase over last year) are expected on Wednesday for the beginning of the three-day, 18th annual Western Cable Show in Anaheim, Calif., sponsored by the California Cable Television Association. The theme for the convention, with home base in the 93,100-square-foot Anaheim Convention Center, is "The Right Connection." There will be 29 panel sessions, plus additional forums and roundtable discussions, on political, technical and business issues facing the industry today. Topics likely to arise during keynote speeches are the proposed new must-carry rules, scrambling and other cable matters that involve congressional oversight.

FCC Mass Media Bureau chief James McKinney will present the commission's first major policy statement on its must-carry decision during a luncheon speech at 12:45 p.m. Thursday. McKinney will appear again that afternoon during an FCC forum, where audience questions about must carry and other current issues will be addressed. Other commission officials on the forum roster include Jack Smith, general counsel; Steve Ross, chief of the cable branch, and John Wong, an engineering adviser.

Representative Robert W. Kastenmeier (D-Wis.), House Copyright Subcommittee chairman, will deliver an address at a 7:15 a.m. breakfast session on Friday. Kastenmeier will also appear on a panel at 2:30 p.m. Thursday with three California House members whose committees affect the cable industry: Republican Daniel E. Lungren, a member of the House Judiciary Committee, parent of the Copyright Subcommittee, and Democrats Howard L. Berman, a member of the Copyright Subcommittee, and Jim Bates, a member of the House Telecom-

munications Subcommittee.

For the keynote general session, which will address cable's position in the entertainment marketplace, the moderator will be Frank Biondi, executive vice president of Coca-Cola's entertainment business sector and newly named chairman and chief executive officer of Coca-Cola Television. The speakers will include Steven Dodge, chairman and chief executive officer of American Cablesystems Corp.; Austin Furst, chairman and chief executive officer of Vestron Video; Edward Bleier, president of pay television and network features for Warner Bros.; Trygve Myhren, chairman of the National Cable Television Association and chairman and chief executive officer of American Television & Communications, and Jonathon Dolgen, president of the 20th Century Fox television division.

Panel discussions will focus on the TVRO business, interconnects, increasing basic penetration, the effect of competitive and regulatory forces on cable investments, legal issues, pay TV in 1990, cable advertising, research, implementing must carry, customer service techniques, the rise of home shopping networks, challenges facing small-system operators, image building, rates and deregulation, signal security problems, consumer electronics, stereo television, test equipment advances, promotion and marketing strategies. The roundtable session topics include telemarketing, employee motivation and FCC EEO compliance.

Other topics of concern at this year's meeting are the new tax laws, channel realignment and employee drug testing, which will be discussed for the first time during a major cable meeting, said Craig Ehrlich, chairman of the show and vice president of acquisitions for Falcon Cable Television. Organizers added a panel on drug testing following the adoption of drug testing policies by some large MSO's, he said.

Among the panel moderators will be Paul Kagan, president of Paul Kagan Associates (home shopping), the FCC's Ross (technical issues) and Spencer Kaitz, president of the California Cable Television Association (cable issues facing Congress). A complete run-down of the agenda appears on page 68. A list of exhibitors begins on page 72.

What's on the minds of cable operators?

Informal BROADCASTING survey of systems shows most plan a basic price rise next year coupled with added services and pay price drop; channel realignment does not seem common; opinions divided over value of NFL

Over the past 10 years, the service offered by the nation's cable systems has been anything but static. It's changed as systems' channel capacity grew and new cable programming services appeared and, in some cases, disappeared.

Next year will also be one of change and, again, the volatile programming business will precipitate much of it. But cable's regulatory freedoms—the result of recent victories in Congress, at the FCC in the courts—will also contribute in an unprecedented way.

In an effort to gauge the impact of the freedoms on cable at the grass roots of the industry, BROADCASTING talked to 11 cable systems around the country over the past two weeks. The less-than-scientific random sample includes systems of 10 major MSO's from various regions of the country that ranged in size from 9,500 to 142,000 basic subscribers.

The Cable Communications Policy Act of



THE RIGHT CONNECTIONS

THE 1986 WESTERN SHOW
DECEMBER 3, 4, & 5

HOW DO YOU FOLLOW THE #1 RATED ANIMATED KIDS STRIP OF '85 - '86?

RANK	PROGRAM	KIDS 2-11 RATING
1	THUNDERCATS	9.9
2	TRANSFORMERS	9.5
3	SHE-RA	9.4
4	HE-MAN	9.2
5	G.I. JOE	9.1
6	SCOOBY DOO	7.7
7	PLASTICMAN	6.9
8	GOBOTS	6.7
9	MASK	6.5
9	JETSONS	6.5

Source: NSI/Cassandra (NOV 85, FEB 86, MAY 86, JULY 86) MON-FRI Strips



A Rankin/Bass Production

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1984 will give all cable operators the right to set basic rates at whatever they feel the market will bear starting Jan. 1, 1987, putting an end to municipal basic rate regulation in most states.

All but one of the 11 systems planned or were at least thinking about rate increases next year. And the one system that had no plans for an increase—Continental's system in Jacksonville, Fla.—had just asked its customers and city officials for a 17% increase last May.

United's system in Tulsa is the most aggressive. It plans to raise the basic fee as much as 40% next year. Comcast's system in Paducah, Ky., and Media General's system in Fairfax county, Va., were next in line, having already announced 22% increases.

The operators agree that the best way of raising basic fees without losing a lot of subscribers is to enhance the value of basic service. And the best way to do that is to add new cable services. The Continental system in Stockton, Calif., increased its basic fee last January and it plans another hike next January. Together, the increases amount to nearly 30% in the space of one year. But the system's managers believe that most of its subscribers will go along with the increases in large measure because they added several new basic services and two new pay options during 1986.

As industry observers predicted, prices of pay services seem to be coming down as those of basic go up as operators seek to boost sagging pay sales and soften the blow of the basic increases. United's system in Tulsa, Okla., is talking about knocking \$2 off the price of its pay services.

Although the cable operators no longer have to carry every local broadcast signal as a result of a 1985 court decision declaring the FCC must-carry rules unconstitutional, the operators did not seem inclined toward dropping signals. Most of the systems were sticking with the full complement of local signals. But not all. Viacom's system in Salem, Ore., dropped a duplicative CBS affiliate so it could add the Cable Value Network. United's system in Tulsa dropped what it felt was "a very run-of-the-mill" independent station to make room for a new basic cable service. Warner's Akron, Ohio, system eliminated a Cleveland independent for much the same reason.

There has been a lot of fuss lately about cable systems in a few markets moving broadcast signals off-channel to eliminate ghosting problems or to make room for cable services on the lower channel positions. The systems surveyed seemed content to leave broadcast signals where they are to appease subscribers and broadcasters.

There has been a lot of talk at the corporate level of the large cable companies about raising money to bid on a package of National Football League games next season. The industry leaders who are pushing the plan claim that a Sunday night football package, exclusively on cable, will boost penetration. The system managers are not so sure. Although some think it may help retain customers, most feel it will not improve their penetration rates.

Storer Communications, New Haven, Conn.

While it "hasn't contemplated" any realignment of its 36-channel lineup "at this time," Stephen Rabbitt, operations manager of Storer Communications Inc.'s system in New Haven, Conn., said that the system has added some new programming services recently—the Arts & Entertainment Network, Sports Channel and, as of Jan. 1, 1987, the Home Shopping Network. The last, Rabbitt called an "interesting concept," which he expects to do well for Storer Cable Television of Connecticut Inc., which claims 64,500 basic subscribers and 50,600 pay units.

While HSN will launch on the system on Jan. 1, the day will pass without any rate increases for the cable subscribers. There will be no rate adjustments at that time, Rabbitt said, although the system will be examining its rates and may raise them later in the year.

Currently, a customer pays \$11.33 for basic service, which includes a converter, while premium services range from \$8 to \$12, depending on how many pay services a customer takes. If, for example, a customer buys one premium service, it costs \$12 (plus \$11.33 for the basic service); the addition of a second would cost an additional \$10, and any additional pay services added after that cost \$8.

Pay cable, Rabbitt said, "is growing again," following a period of loss of pay units last spring. He attributes the recent pay growth to the system's launching of the Sports Channel in October and the fact that when it gets cold in New Haven, more people stay indoors and watch television. Also, the student population at Yale University in New Haven swells, Rabbitt said. She also said that the cable system has a "strong telemarketing department."

Included in the system's program offerings are about six hours each evening of local originated programming. With a production department staff of six fulltimers, one parttimer and "some interns," Storer puts on a program highlighting area bands called Video Beat, an exercise program, some political debates, coverage of local parades and live sporting events. The last features local college football and basketball, with hockey coverage also to be added. (The New Haven system also has a separate public access channel that carries about 10 to 12 hours of programming a day, Rabbitt said.)

The biggest threat to cable as Rabbitt sees it, is "to some degree," the home video industry. Perhaps cable's largest challenge is providing quality entertainment and good customer service, he said, adding that if cable does that "I don't think cable can be beat. Original programming has a place in the overall programming lineup we have," he said. "Cable's bread and butter is diversity of programming."

As for adding NFL games to the cable programming mix, Rabbitt said that while they might "catch some core fringe people" who would only subscribe to cable for the sporting events, he didn't think that "one game a week would make a difference in the number of cable subscribers with so much on the broadcast stations." Nonetheless, it would really be "a feather in cable's cap" to get them, he said.

American Television & Communications, San Diego

In San Diego, changes will most likely occur next spring for the some 103,000 basic subscribers to American Television & Communications Corp.'s San Diego division, according to Ann Burr, president of the division (which consists of Southwestern Cable TV and American Cablevision of Coronado). At that time, the division plans to do some "relatively minor" realignment of its 33 active channels and will "probably" increase its rates by 8%, she said.

The state of California passed a law last year deregulating rates, she said, so the national legislation allowing cable operators to increase their rates Jan. 1, 1987, "doesn't have that much impact on us." The San Diego division has not raised rates since July 1985, she said, adding that: "We don't feel that it's a really wise business decision to unreasonably raise rates just because now [cable operators] have the right to do that." Like other cable operators, San Diego plans to soften the impact of the increases by promoting the improvements it has made in the system and by adding new programming services, which Burr declined to name.

Among its realignment plans are better positioning of some of "the stronger basic services" (basic service currently costs \$13.29 a month, including passed through copyright fee costs), and co-alignment of channels with the other cable system in the area, Cox San Diego. Currently, all of the local broadcast television stations are on the same channels on both systems, and more co-alignment is yet to come, Burr said. The ATC San Diego division may also move some independent stations, she said, although those plans "are not finalized yet."

That movement of independent stations may include some being dropped from carriage. While the division has not dropped or added any local broadcast TV stations in the past two years, there are "a couple" of independent stations that "now might be considered in the category of marginal viewership" that "we will certainly keep our eyes on," Burr said.

And while viewers for some independent stations may be marginal, Burr said that there has been a "leveling off" of pay television



Burr

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erosion this year compared to last year. The division has gained some pay units, Burr said, bringing its total to 70,500 at a cost of \$11.95 per service.

Burr thinks that the addition of exclusive National Football League rights on cable follows the cable industry's interest of "being able to provide more exclusive programming and enhancing the programming we already provide." If the NFL rights can be obtained at a price cable operators "are willing to support, then yes, it's a good idea," she said. "Our focus is not only to think about programming exclusivity but also customer service," which she described as cable operators' "competitive edge."

As part of its customer service, the San Diego division has co-produced a new weekly half-hour program, called *On Edge*, which Burr said features San Diego business and political leaders dealing with "provocative issues, but with a humorous side to it." Such a program is one way that the local cable operator "can become actively involved" in the community, she said.

Twin State Cable TV, Lebanon, N.H.

To Maynard Boutin, running a successful cable operation requires "keeping up with the competition and changing with the times." Boutin is system manager of Twin State Cable TV in West Lebanon, N.H., and is entering 1987 with several changes in store. By February, Boutin hopes to revise his channel lineup and introduce a rate hike, but he is still working on the specifics.

The 28-channel system has been in operation since 1956 and is owned by a partnership of Tele-Communications Inc. and Taft Broadcasting. (It expanded from 12 to 28 channels in early 1983.) Twin State Cable has a 90% penetration rate, serving 9,500 of the 10,500 homes passed, and has 6,225 pay units. It offers a basic 12-channel service for \$7.72 and an expanded basic 21-channel service for an additional \$3.95. Seven premium services are available "a la carte" ranging from \$4.95 to \$11.95 each. They are HBO, Showtime, Cinemax, Disney Channel, New England Sports Network, Sports Channel and American Movie Classics.

Boutin said he will realign some of his channels in an effort to "offer more programming and as a convenience to customers." It has nothing to do with the FCC's adoption of new must-carry rules, he said, adding that must carry is not an issue for his system which has only one local broadcaster in the franchise area. For starters, he expects to drop some of the distant duplicated network affiliates he has been carrying and replace them with cable services. So far, he said, he is adding the Discovery Channel. (TCI owns a minority interest in the channel.)

Because Boutin is eliminating some signals, he won't be shifting other broadcast stations around to accommodate a new lineup. He does, however, have some channel reassignments in mind. The Cable Value Network (a shopping channel partly owned by TCI), which is carried on the system's upper band, will move down to a more visible position on the basic tier, he said, adding that the USA Network also will probably be shifted from

expanded to basic as part of the realignment.

As for rate increases, Boutin said it's a matter "that's still being worked on." He pointed out that the system enacted a 5% rate hike last February and that another increase will occur next February. "To my knowledge there is no set corporate policy on rate increases," he said, noting that it's a decision handled system by system. While the rates for basic and expanded basic are on the rise, Boutin said, there will be a slight decrease in premium services. But before any of this takes place, Twin State Cable will launch a direct-mail campaign to inform the public about the new rates as well as its new channel lineup.

He thinks it's imperative that no matter what service cable offers, the systems need to be "rate sensitive. I think there's a limit to it." For example, Boutin believes that the purchase of a Sunday night package of National Football League games by cable operators could be a powerful subscriber attraction for many systems, but would be unnecessary at his because of the system's high penetration. It all depends, he said, on the area.

He added that cable's interest in proprietary programming could have a negative effect, resulting in what Boutin calls a "merry-go-round" where cable pays heavily for those programs and consequently charges operators more, who in turn will have to charge subscribers more.

Tulsa Cable Television, Tulsa, Okla.

Tulsa [Okla.] Cable Television has some major changes in store for its 142,000 customers in Tulsa and 11 surrounding communities early next year.

The 12-year-old United Cable system plans to increase the number of channels from 35 to 42 and install addressable converters providing all subscribers with wireless remote control and an opportunity to order movies, sports and special events on a pay-per-view basis. And, partly to offset the cost of the new channels and services, the system plans to raise basic subscription rates more than 40%.

Tulsa Cable subscribers now pay \$10.60 a month for basic service. System President Mark Savage said the system would probably increase the rate by 8% or 9% after the first of the year, when municipal regulation of basic rates ends. And in March or April, he said, it



Savage

would push the fee up to \$14 or \$15 at the same time it expands the channel capacity and introduces the wireless remote and PPV.

Savage is not certain what will go on the seven new channels. Two will be set aside for national PPV services, he said, and one may be used for a fifth pay service, possibly Showtime. (The four current pay services are HBO, Cinemax, The Playboy Channel and Disney.) The remaining channels will be filled with basic services, he said. One possibility: Carl Lahn's The Travel Channel.

To help the basic rate increases go down a bit easier, Savage said, the system will also be "backing off" its pay rates. Instead of charging \$11.95 a month for each, he said, the system may charge as little as \$9.95. That means the subscriber who is paying nearly \$23 for basic service and one pay channel today, may pay no more than \$24 or \$25 after the basic fees go up and the pay fees go down.

Like other cable operators, Savage said that Tulsa Cable has seen the pay cable market go soft. But, because it never relied heavily on multipay revenues, it has not suffered as much as some that did. Tulsa Cable's pay-to-basic ratio today stands at nearly 80%.

Tulsa Cable does not plan to reshuffle its channel lineup "for the time being," Savage said. The three network affiliates, one public station and one independent will remain on the same channels they use for broadcasting. Those stations are widely identified with their broadcast signals, he said, and "ghosting," which has caused some cable operators to move broadcast signals, hasn't been a problem.

The system doesn't carry all broadcast signals in the market, taking advantage of the freedom it obtained when a federal court declared the FCC's must-carry rules unconstitutional. Savage said KGBT-TV, a "very run-of-the-mill" independent, was dropped six months ago in a programming shuffle precipitated to make room for The Discovery Channel, of which United is a part owner, and C-SPAN II, which features the proceedings of the U.S. Senate. "They didn't have any ratings," Savage said by way of justifying the dropping of KGBT-TV. "They probably still don't."

With 57% penetration, Tulsa Cable is right at the industry average. Savage is dubious that the cable industry's current effort to boost penetration—acquiring and promoting an exclusive package of National Football League games—will succeed. "There are a lot of sports out there now," he said, citing the broadcasting, cable services and Tulsa Cable's own sports services, which produce 52 big-time college sports events a year. "I don't know if [the NFL] is going to produce lift." But, he added, "it certainly can't be a negative."

Continental Cablevision, Stockton, Calif.

Continental Cablevision's system in Stockton, Calif., is raising its basic rate by 11% in January (from \$13.95 to \$15.50 a month), but hikes of that magnitude are nothing new to the system's 43,000 subscribers. In fact, last January, the fee went up more than 16% (from \$12 to \$13.95 a month).

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California for years, said Ruth Blank, the system's marketing director. As a result, she said, "the impact of deregulation is not hitting us in quite the same way as it has systems in other states. We have tended to have rate increases as we have needed them."

Because of their long-standing freedom to raise rates, California systems like Continental-Stockton are more practiced at making rate hikes easier for subscribers to swallow. Continental has lost "very few customers" as a result of rate increases in the past because it has been able to justify them by making improvements in service and the programming lineup, Blank said.

Mitigating the impact of the January 1987 increase will be the addition since March of several new basic cable services, including superstation WWS(TV) Atlanta, Arts & Entertainment, CBN, Nicklodeon, FNN, C-SPAN, CNN Headline News and the Cable Value Network. The system also picked up two distant independent stations—one from San Francisco, the other from Sacramento, Calif. "We now have a lot of distant signals which are very popular in the market," Blank said.

The additions were made possible by the expansion of the system's channel capacity from 24 to 35, Blank said. Because some of the new basic services are sharing channels, she said, the system has also been able to add two new pay offerings (Showtime and the Disney Channel). One of the two remaining open channels will be used to "experiment" with pay per view, she said. The other may carry another basic service, possibly The Discovery Channel or the Nashville Network.

She noted the additions are not made arbitrarily. "We do research... and make sure the additions are what the customers want to see," she said.

Another way of offsetting the basic rate hikes is by lowering the price of the pay services. And that's just what Continental-Stockton plans to do. According to Blank, the a la carte price of each pay service will be dropped from \$10.50 to \$9.95. Because most subscribers in the system take one pay service—the pay-to-basic ratio is 100%—the net increase of the average basic-and-one-pay subscriber bill will be just 4%—from \$24.45 to \$25.45 a month.

The prices of the system's multipay packages will not be coming down, Blank said. "They are pretty heavily discounted already."

Blank said she is all for cable securing a Sunday night package of National Football League games next fall. "One of the things that holds back rapid growth is the churn," she said. "The NFL would do more for retention than [lift]," she said.

In its search for new revenue streams, Continental-Stockton is not going full speed ahead into PPV. She said the system will be feeling its way initially, looking for a few "big events" to offer its subscribers. Prize fights are one possibility, she said. "Stockton is a big boxing town."

Warner Cable, Akron, Ohio

It has been a year of expansion for Warner Cable Communications Inc.'s 16-year-old Akron, Ohio, cable system. Since last January,

the Akron system has added a number of new programming services, including The Disney Channel, The Financial News Network, the Cable Value Network, C-SPAN, C-SPAN II, VH-1, CNN Headline News and Lifetime, as well as introducing addressable technology. And in January, the system also will change its rates. Its standard basic service (for which it has 69,000 subscribers) will cost \$2 more, increasing from \$12.95 per month to \$14.95 for 30 channels, while its pay units (of which it has 56,500) will either be holding firm or decreasing "depending on where you are in the upgrade process," according to Stephen Fry, general manager. A la carte premium rates will decrease from \$12.95 to \$11.95, for Home Box Office, Showtime, The Movie Channel and The Disney Channel, he said, while package rates, which were created this year, will remain at 1986 levels.

The reduction of premium a la carte rates and the maintenance of package rates are among the ways the Akron system is attempting to lessen the impact of the increased basic fee, Fry said. He added that Warner has provided "reasonable services at reasonable prices... right along. I don't think we have a problem in that area." Certain packages will continue to include free remotes and free TV Guide subscriptions, he said.

However, Fry said that while Warner will add some new channels, it will not undergo a "significant realignment." Also, it is "not realigning in concert with any other operator at this time," although Warner is "always open to new ideas," Fry said. The system currently carries all broadcast television signals from Akron, Canton and Cleveland, except independent WCLQ-TV Cleveland. That station, which Fry said now airs about 18 hours daily of the Home Shopping Network, was dropped earlier this year because of its "weak lineup." Warner needed "a stronger program lineup and sought to make a change and did," Fry said.

One new idea which Fry might have to consider is cable's bid for the exclusive rights to the NFL games, should it succeed. Fry said he would have to "see what the package is and how it would be presented" before making any judgment on it. However, he added that the cable industry needs "unique, exclusive programming and we need to keep our eye on that and work towards that through the years. As long as we continue to develop programming... we will continue to grow," he said.

Fry sees pay-per-view programming services becoming "a business in some fashion. Whether on an impulse-movie basis or a subscription-event basis, pay per view will develop into a significant portion—a permanent portion of this business," Fry said. The Akron system offered three PPV events so far this year, including a movie and Wrestle Mania II, he said, but those were "more to test the technology" and the community's interest, he said. He added that "we know it works and believe it will work in Akron."

In general, Fry sees the industry itself as its own worst threat. The cable industry has to "become more creative in developing our programming packages so that we're really customizing our packages to meet [the needs of] a particular community," he said. "Too often we get trapped into a situation where we're offering fairly consistent programming lineups from city to city to city. We can't fall into

that trap," he said, adding that if cable operators don't listen to their own markets, "that will be our biggest threat—ourselves." In its effort to listen to the Akron market, Warner conducts surveys and focus groups on an ongoing basis.

Cox Cable, New Orleans

Since it hooked up its first subscriber in 1982, Cox Cable New Orleans has battled with city regulators to pare down services promised during a heated franchise fight and to raise rates in an effort to make the system economically viable. Given the adversarial relationship, the system is approaching rate increases in the post-deregulation world of 1987 very carefully. So sensitive is the relationship that system manager Arthur Gregg is obliged to refer questions from the national press about the system and its plans to Cox's Atlanta headquarters.

In Atlanta, David Andersen, director of public affairs, who is responsible for making sure rate adjustment and channel realignments by Cox systems go smoothly, said the "possibility certainly exists" that the New Orleans system's basic rate will be going up next year. At the current rate of \$11.35, he said, "we aren't getting the return we'd like." But, he stressed, no hike has yet been planned.

If it's decided an increase is in order, Andersen said, city officials will be the first to know. "We are operating under the policy of no surprises. City officials will not read about [the increase] in the newspapers after customers are notified with bill inserts."

And even though it will no longer have to, Andersen said, Cox will try to justify any rate increase to city officials in terms of its costs and imbedded assets and by showing what other cable systems are charging elsewhere in the state and nation.

Like other urban cable operators, Cox hasn't achieved the basic penetration it thought it would when it applied for the franchise. At the end of October, the system served only 75,405 of 196,150 homes passed—a penetration rate of just over 38%.

That the rate is nearly 20 points less than the national average is attributed, in part, to the depressed state of New Orleans's economy, Andersen said. The collapse of the city's oil-based economy, he said, has



Andersen

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introduced a new variable into Cox's calculations: "empty homes passed."

According to Andersen, the system has no immediate plans to add or drop broadcast signals or to shuffle channels. So far, the system has been under no real pressure to drop any channel to make room for a new one. The 56-channel system still has five open channels. But, Andersen said, if the system hits the saturation point and it needs to drop a signal, the first to go would probably be one of the three noncommercial stations that duplicate Public Broadcasting Service programming.

All of Cox's systems will be trying to stem the erosion of pay television subscribers and revenues through improved research and marketing. In New Orleans, Andersen said, the system hasn't decided whether to adjust its pay rates. At \$8.55 per month, the price of each of the major pay services is already low compared with those of other cable systems.

The system has a rudimentary PPV service that requires customers to call an operator to order a program, Andersen said. Despite the inadequacy of that method, he said, the system is not prepared to spend money to upgrade the ordering mechanism. "We are not going to get too sophisticated until we see how the local economy shakes out," he said.

With a penetration rate of just 38%, Andersen said, Cox is looking for ways of boosting basic subscribership. But, he said, it doubts it will find one in the cable industry's current effort to bring the National Football League to cable next season. Sunday Night Football on cable may enhance marketing and help keep existing subscribers on board, he said, but it won't help the system gain many new subscribers. All in all, Cox, on the corporate level, is supportive of the idea. "If you are going to be the department store of cable, you need to have a little bit of everything," he said.

Continental Cablevision, Jacksonville, Fla.

Continental Cablevision's Jacksonville, Fla., cable system underwent a realignment of its channels in October 1985, grouping cable channels by category and maintaining its grouping of all broadcast channels on a lower tier. The system grouped its "informational channels," such as Cable News Network, CNN Headline News and the Weather Channel, as well as its sports channels, according to Jeff Delorme, the system's vice president and general manager. The system now carries all local broadcast television signals, and is in the process of surveying its subscribers to identify channel preferences, he said.

Continental tried to "think like a subscriber would think" during its channel realignment, following the reasoning that if a subscriber tuned to a channel he or she would want to be close to similar ones, Delorme said. He added that the move was not done to achieve advertising sales growth. The incentive was "strictly geared to make it easier for subscribers to find the services they wanted to watch." So far the channel realignment has "gone over real well," he added.

The seven-year-old Jacksonville system, which counts 131,000 subscribers, does not plan to raise its rates at all in 1987. Delorme said, "because we think our rates are right

right now." The system raised them in May, Delorme said, increasing the "satellite services" tier from \$11.95 to \$13.95. But, he said, it maintained its "basic" (broadcast signals only) tier at \$7.50 and lowered its pay rates. Home Box Office, for example, dropped from \$10.95 to \$10.45; Cinemax from \$9.95 to \$6.95, and The Disney Channel from \$7.95 to \$6.95. The system claims 155,000 pay units.

The pay services, Delorme said, were lowered because "we felt that the [satellite] services were underpriced and the pay were overpriced. It was a market-driven decision," he said.

Lowering the pay rates was one way to soften the impact of the basic rate increase, Delorme said. Also, when the system realigned its channels, it added five services—VH-1, The Discovery Channel, American Christian Television Service, the Weather Channel and Arts & Entertainment—which was about six months before the rates were increased. Additionally, a "fairly large-value media campaign" was conducted around the time of the increases, which included encouraging subscribers to call the system with any questions they might have, Delorme said.

Like other cable operators, Jacksonville has maintained a constant marketing effort. And in 1987, it plans to expand that effort by leasing four-hour blocks of time so that both cable subscribers and nonsubscribers will be able to preview Continental's services. The cable system will lease the time, "doing basically a telethon," lasting "a couple of days" in January, Delorme said, adding that the system hopes to lease time in either the afternoon or during prime time.

Unlike some in the cable industry, Delorme does not think the addition of National Football League games would increase the number of cable subscribers. However, he said that it would "be great," and would "certainly improve the value of our service to existing subscribers" if there were games that subscribers couldn't get anywhere else.

He also sees home shopping services as among the more exciting new programming services, with "anything else [a] distant second." The Jacksonville system plans to add a home shopping service during the first quarter of next year, he said, although it hasn't picked the specific one. Other changes planned include converting several channels such as VH-1, MTV and A&E to stereo, he said.

Media General Cable of Fairfax, Va.

When Media General Cable of Fairfax, Va., announced it would raise its rates by roughly 22% in January, the system took its story to the press. Media General chose an upfront approach, according to Thomas E. Waldrop, chairman and chief executive officer, because it felt it had a "good news story." There was more to it than just the rate hike, Waldrop said. "We had made solid progress on constructing the system and are offering everything we proposed we would." It was an aggressive campaign, he said, and the end result was "an honest and candid story." How did subscribers respond? "We couldn't ask for a more positive reaction," said Waldrop.

The franchise for the 120-channel system (86 channels are activated) was awarded in 1982, and the system has been operating on what Waldrop describes as "artificially low rates to start with." But with rate deregulation kicking in the first of the year, the system is now able, he said, to "bring our rates more in tune with the marketplace." Moreover, he added, the rates are still less than what's offered elsewhere.

Media General passes about 230,000 homes and counts 125,000 basic subscribers—a penetration rate of 54%. The pay-to-basic ratio is 162%. To accommodate the rate hike, there will be some retiering. Currently, the system has three tiers: tier one for \$3.07 provides up to 60 channels and an option to subscribe to The Disney Channel and Home Theater Network; tier two for \$9.36 includes 93 channels and offers all the pay services, and tier three at \$11.36



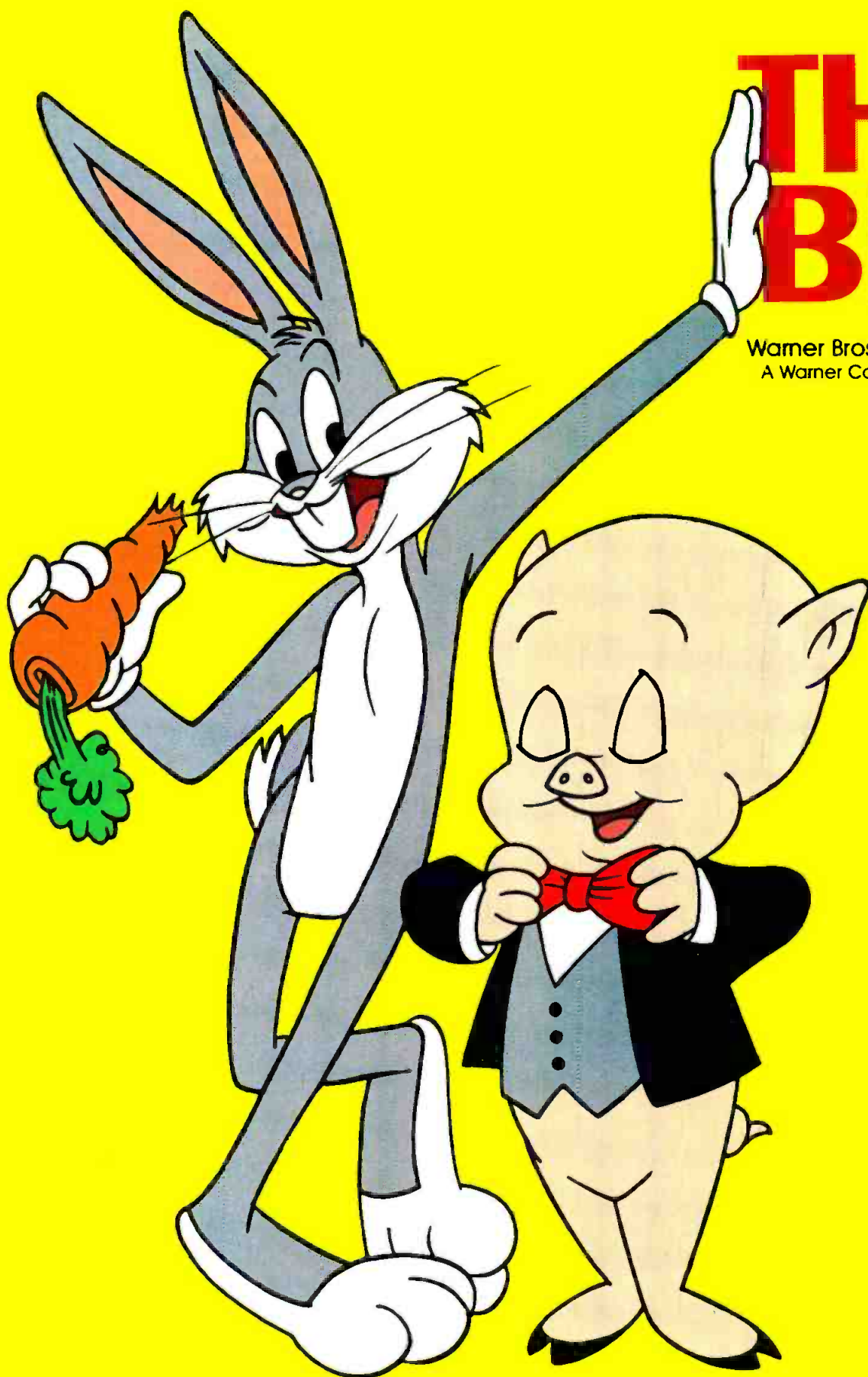
Waldrop

includes all 120 channels and the pay services. Pay channels cost \$7.95 each. They are: HBO; Cinemax; Showtime; The Movie Channel; Bravo; American Movie Classics; Disney Channel; Home Theater Network; Galavision, and Home Team Sports.

Under the new rates, Media General will provide a limited service of 43 channels for \$4.95 and a full-service package (combining tiers two and three) for \$12.95. The rates for premium channels will rise to \$9.95. The system estimates the average subscriber's bill will increase from \$26 a month to \$31.50.

The system is also realigning its channels. Waldrop said it's "nothing dramatic... we're taking the cable services off tier one and moving them to the new combined service." Those services are: CNN, CNN Headline News, WTBS(TV) Atlanta, Weather Channel, Home Shopping Network, CBN, MTV and Lifetime. "We're simply realigning the channels making it more in line with how we think subscribers are using our services." As for the off-air signals, he says there are "no plans at this time to drop or move any broadcasting signals." Media General carries 17 off-air signals that were considered must carry under the FCC's old must-carry rules.

With its new rates and channel lineup in place, Media General plans to kick off a major marketing offensive. "We'll be working hard to market our system like packaged goods," Waldrop said and added that he believes cable is one of the most undersold services and that the industry has to communicate that to consumers. He also thinks cable needs to consistently improve its programming. A step in the right direction, he said, is cable's purchase of a Sunday night



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package of National Football League games. "Anything that cable can do that's exclusive to cable will certainly have some impact on our ability to position ourselves."

Waldrop foresees no immediate problems on the horizon. He's optimistic: "I don't think any good urban system faces any short-term threats providing they're doing a good job and provide an honest service."

Comcast Cable, Paducah, Ky.

It's no secret how much the Comcast system in Paducah, Ky., will increase its basic rate on Jan. 1, 1987. The system's 21,000 subscribers found out last week when they opened up their December bills that the rate was going up 22%—from \$9.95 to \$12 a month.

As the first bills hit the mailboxes last Tuesday, Ed Mount, vice president-general manager of Comcast Cable of Paducah Inc., was confident the increase would not result in any significant loss of subscribers.

According to Mount, the system is hoping the addition of three new basic services—VH-1, QVC Network Inc. and Trinity Broadcasting Network—will "soften the blow of the increase and make it more palatable to subscribers."

The initial reaction to the increase was mild, Mount said. The system received some calls from subscribers about the increase and while a few wanted to terminate service, most just wanted to clarify just how much the increase was.

Those asking to be disconnected are not "met with any hard resistance," he said. "But we tell them that the new rate doesn't kick in until January and ask them to reconsider. If they still want to drop service, they can call us next month," he said.

Asking unhappy subscribers to think about it seems to work, Mount said. Last January, when the system boosted the rate from from \$8.95 to \$9.95 a month, 200 subscribers called to cancel service, he said, but, after thinking about it for a month, only 20 or 30 actually did. "It's usually only one member of the family that wants to drop the service," he said, trying to explain the phenomenon.

When the price of basic goes up, pay subscriptions become vulnerable. To mitigate any pay backlash, Mount said, the system is offering BTSC stereo sound with HBO, Cinemax and The Movie Channel. Because the stereo is the same the broadcasters use, he said, any customer with a stereo TV, stereo VCR or stereo adapter will be able to enjoy the pay services in stereo.

Mount is reluctant to decrease the a la carte price of the pay services, although he is considering further discounting multipay packages. The system now charges \$10.95 for HBO, \$11.95 for Cinemax and \$13.95 for The Movie Channel. Cinemax is discounted to \$9.95 if taken with HBO. TMC is discounted to \$9.95 if taken with either HBO or Cinemax.

It was not a good year for pay cable in Paducah, Mount acknowledged. Although sales have rebounded over the past few months, the system will end the year with fewer pay units—around 11,000—than it had last January.

Because of the basic rate increase, Mount said that he will not be tampering with his channel lineup any time soon. Subscribers will be "edgy enough" as a result of the rate

increase. Shuffling channels would just add to their confusion, he said. The system has no real reason to drop any broadcast signal since none are duplicative, he added.

The Paducah system enjoys a penetration rate of better than 67%. Mount would like to push the percentage higher, but is skeptical whether bringing the NFL to cable would help him do it. "I don't think it would do much for us," he said. "The avid sports watcher already has cable and there is already a lot of sports on cable."

Mount said his biggest headache is coping with the all the paper generated by his office during the billing and processing of work orders. Before too long, he said, the system is going to have to go to a "more automated system."

A potentially lucrative new sideline for the system is serving the fledgling home satellite market, Mount said. The system now markets Videocipher II descramblers as well as subscriptions to home dish owners in the Paducah area, he said. Right now, he said, the system sells only pay subscriptions to the dish owners, charging about the same as its rates to the cable customers. "I expect the business will pick up in 1987 as more services scramble," he added.

Viacom Cablevision, Salem, Ore.

If Bret S. Rios had to predict the impact of the FCC's new must-carry rules on the cable industry he would probably say: little if any. Rios is general manager of Viacom Cablevision in Salem, Ore., and he thinks cable operators will be "very conservative when it comes to dropping broadcasters." It's a lot harder, he said, to "take something away than [to] add." Moreover, "nobody wants to stir up trouble in their community."

Rios runs the 19-year-old, 30-channel Viacom system serving Salem and Keizer, Ore. It passes 56,000 homes and has 26,800 basic subscribers and 17,000 pay units. Last month Rios dropped a former must-carry signal, CBS affiliate KVAL-TV Eugene, Ore. It was the last step in a major channel realignment plan that began during the summer. At that time they shifted around about 10 channels. They moved CNN Headline News, Lifetime, ESPN, USA and VH-1, down to channels 2 through 13, positioning them next to major affiliate signals. "We moved those things down which we thought needed more exposure," Rios said. "We are trying to increase the perceived value of cable. Too often people get cable and don't realize what they're watching is something found only on cable." MTV, CBN, WTBS(TV) Atlanta and independents KTVU(TV) San

Francisco and KPDX(TV) Vancouver, Wash., also were given new channel assignments.

With two CBS and two ABC affiliates, Rios opted to drop KVAL-TV Eugene and keep KOIN-TV Portland, the more dominant CBS affiliate. He moved one of the ABC stations into KVAL-TV's spot and added the Cable Value Network. Before taking that action, however, a study was conducted which found that a majority of the station's programming was duplicated and concluded that eliminating it would only have a minor impact. "We're not dropping anything that people are watching. We're here to serve viewers," Rios said. Viacom is keeping both ABC signals because of Monday Night Football. The show's popularity and the fact that one station airs the games live and the other on a delayed basis contributed to Rios's decision. "Until we figure out a better alternative we're going to hang on to both."

In the area of rate regulation, Rios said the Salem system is unique. "We've never had rate regulation, we've adjusted our rates any time without approval." Since 1981 it's had an average rate increase of 5%-7% a year. "We're not planning anything out of the ordinary for next year. We're looking at an 8% increase, but no final decision has been made." Rios said that its rate hikes usually occur Aug. 1.

"Our biggest competition is over-the-air TV. We're not going to make cable too exorbitant." Rios believes higher rates will emerge in those markets where there's less off-the-air TV. If anything, the system is considering rolling back prices for its premium channels. "We can wait and see what happens in other markets since we won't do anything until August," Rios said.

The system currently offers a 22-channel basic service for \$11.95. For an additional \$3.95 subscribers can receive a three-channel tier (Nickelodeon during the day and Arts & Entertainment at night, the Weather Channel and Nashville Network). If a customer takes any of the premium services they get the tier package for free. The a la carte pricing for the pay channels is \$9.95 for Playboy, \$10.95 for Showtime, \$10.95 for Disney, \$11.95 for the Movie Channel and \$12.95 for HBO. Rios says there is discount pricing for package deals involving the pay services.

Exposing the public to the value of cable is a key objective for the Salem system. To help accomplish that goal it's sponsoring a community festival in May. The festival, Rios said, will center on the system's 20th anniversary and will tie in with its promotion of "National Cable Month," which is being held for the first time in April. "We'll be renting a large facility at the state fairground. We'll have booths and live entertainment. We're also planning a big comedy competition and we hope to bring in some cable celebrities. It's going to be a two-day event where the public can learn more about cable. Sales is not our main objective. We hope it will help sales, but it's our existing customers that we'll be thanking." Two years ago Viacom sponsored a similar event and Rios said attendance was about 17,000.

On its agenda for 1987 is the addition of five channels. As for cable's future, Rios believes the industry needs to concentrate on customer satisfaction. It's essential to "Keep customers, not just get them." Cable, he said, was "so sloppy" in its early years when it came to customer service, that "a lot of people were burned and getting them back is hard work."



Rios

Think soup.



Cable programing status report

The following is a list of the basic and pay cable programing services and their accompanying subscriber totals. VH-1 and Home Shopping Network I are among the fastest growing basic services with percentage increases of 52.8% and 50.4%, respectively. The top 10 basic cable show reflect modest increases as system construction

winds down. A number of home shopping services are new to the list, including TelShop, Cable Value Network, QVC Network, HSN II, Video Shopping Mall and Sky Merchant. The problems facing the pay services are evident in the small increases and, in some cases, decreases in subscriber totals from last year.

Basic cable services

Cable service	No. of systems	Nov. 86 subs	Nov. 85 subs	% change
ESPN	14,260	38,500,000	37,000,000	4.1%
WTBS	11,119	38,456,000	35,219,000	9.2%
Cable News Network	9,955	35,834,000	33,501,000	7.0%
USA Network	6,500	33,000,000	30,900,000	6.8%
CBN	7,318	32,338,000	30,065,000	7.5%
MTV	3,679	29,800,000	27,800,000	7.2%
Nashville Network	4,200	27,910,000	24,100,000	15.8%
Nickelodeon	4,510	27,600,000	26,200,000	5.3%
Lifetime	3,050	27,100,000	24,000,000	12.9%
C-SPAN I	2,300	25,250,000	23,000,000	9.8%
Nick at Nite	2,634	23,400,000	—	—
Financial News Network	1,425	23,100,000	19,300,000	19.7%
Weather Channel	2,200	22,000,000	19,000,000	15.8%
Arts & Entertainment	2,300	22,000,000	17,500,000	25.7%
WGN	9,126	21,718,000	16,861,000	28.9%
CNN Headline News	3,538	20,976,000	17,180,000	22.0%
Score	1,000	18,900,000	—	—
PTL	1,638	15,000,000	13,000,000	15.4%
VH-1	1,103	13,600,000	8,900,000	52.8%
Black Entertainment TV	705	13,000,000	12,200,000	6.6%
Tempo TV	640	12,500,000	11,900,000	5.0%
TelShop	650	10,200,000	—	—
Home Shopping I	517	9,774,977	6,500,000	50.4%
Discovery Network	987	9,600,000	—	—
WOR	1,999	8,669,134	5,600,000	54.8%
C-SPAN II	286	7,600,000	—	—
Silent Network	242	7,200,000	7,200,000	0.0%
Learning Channel	700	7,100,000	6,300,000	12.7%
Video Shopping Mall	60	7,100,000	—	—
Trinity	473	6,528,000	5,896,000	10.7%
Country Music TV	428	6,200,000	5,700,000	8.8%
Eternal Word TV Network	330	5,400,000	4,000,000	35.0%
Home Shopping II	176	5,322,296	—	—
Cable Value Network	600	4,900,000	—	—
Acts Satellite Network	236	4,600,000	3,500,000	31.4%
WPIX	251	2,432,000	2,045,000	18.9%
QVC Network	58	2,000,000	—	—
KTVT	125	1,875,000	1,594,000	17.6%
Hit Video USA	47	1,700,000	—	—
Liberty Broadcasting	90	1,300,000	1,300,000	0.0%
Genesis	29	1,137,500	670,000	69.8%
Nostalgia Channel	175	700,000	—	—
*Galavision	300	400,000	160,000	250.0%
Sky Merchant	4	150,000	—	—

Pay cable services

HBO (Jan. 1)	6,700	14,600,000	14,500,000	0.7%
Showtime	4,500	5,200,000	5,400,000	-3.7%
Cinemax (Jan. 1)	3,200	3,700,000	3,300,000	12.1%
The Movie Channel	3,400	3,000,000	3,200,000	-7.1%
Disney	3,000	2,550,000	2,342,000	8.9%
American Movie Classic	325	1,000,000	270,000	270.3%
Playboy	596	600,000	720,000	-16.7%
Bravo	251	350,000	350,000	0.0%

Pay-per-view services

Viewer's Choice	50	1,600,000	
Request TV	80	1,300,000	
Jerrold's Cable Video Store	9	2,000	

*Galavision is gradually being shifted to basic service from pay service.

Think chocolate.



The Western Cable Show at a glance

Wednesday, Dec. 3

Opening session. 1-2:30 p.m. Hilton. California pavilion. *Cable's Position in the Entertainment Marketplace.* Moderator: Frank Biondi, Coca-Cola. Panelists: Steven Dodge, American Cablesystems; Austin Furst, Vestron Video; Edward Bleier, Warner Bros.; Trygve Myhren, ATC; Jonathan Dolgen, 20th Century Fox Film Corp.

Five concurrent sessions. 2:45-4 p.m. *Packaging Service to Satellite Dish Owners.* Room 3. Moderator: Laura Perry Barton, TCI. Panel: Susan Booker, Times Mirror Cable; Kim Johnson, ATC; Marcie Wexler, United Cable.

Interconnects: How to Pull Them Together and Keep Them Running. Rooms 5 and 6. Moderator: Alan McGlade, Falcon Communications. Panelists: David McGlade, Cable AdNet; David Ebers, ESPN; Patrick McCabe, Western International; Norm Andrus, Bay Area Interconnect.

Cable's Continuing Challenge: New Strategies for Increasing Basic Penetration. Room 2. Moderator: Garrett Girvan, Viacom Cable. Panelists: Ben Reichmuth, Gill Cable; Terry Rich, Heritage Communications; Larry Reibich, Lifetime.

Who Says There's No Utility in Cable? Room 4. Moderator: Michael Morris, CCTA. Panelists: James Robbins, Cox Cable; Harry Cushing, Tele-sat/Cablevision; Jack Smith, FCC; Paul Mass, Long, Aldridge & Norman.

TECH TRACK: Technology and Distribution Future of Satellite Communications. Room 1. Moderator: Chuck Hewitt, SPACE. Panelists: Taylor Howard, Chaparral Communications; Charles Ergen, Echosphere Corp.; Andrew Hospodor, RCA Americom; Marty Lafferty, Turner Broadcasting.

Cocktail party. 4-6 p.m. Exhibit hall open.

Thursday, Dec. 4

Five concurrent sessions. 8:30-9:45 a.m. *Jump-Starting Pay Cable: Where Will It Be in 1990?* Room 2. Moderator: Tom Southwick, *Multichannel News*. Panelists: Matt Blank, HBO; Josh Sapan, Showtime/The Movie Channel; Stephen Fields, Disney Channel. Reactors: Christopher Derick, Falcon Communications; George Douglas, American Cablesystems.

Advertising on Cable: A New Level of Sophistication. Room 3. Moderator: Allan Eisenberg, ATC. Panelists: Ray Lopez, Group W Cable; Dave Brase, Continental Cablevision; Jack Yearwood, Bay Area Interconnect; Robert Williams, National Cable Advertising.

What You Don't Know About Current Legal Issues Could Hurt You. Room 4. Moderator: Frank W. Lloyd, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, P.C. Panelists: Larson Jaenicke, Rintala, Smoot, Jaenicke, Brunswick; Paul Glist, Cole, Raywid & Braverman; Charles M. Firestone, Mitchell, Fiberberg & Knupp.

Research for Tomorrow. Rooms 5 and 6. Moderator: Patti Kanter, American Cablesystems. Panelists: Susan Delzell, Westinghouse OnTRAQ; Pete Gatseos, ATC; Lee Clayton, United Cable.

TECH TRACK: Current Technical Issues Facing the Cable Industry. Room 1. Moderator: Steve Ross, FCC. Panelists: Robert Dickinson, Dove-tail Systems; Wendell Bailey, NCTA; John Wong, FCC; Paul Heimbach, HBO; Walter Ciciora, ATC.

Four concurrent sessions. 10-11:15 a.m. *What Are the Best Advertising Media for Cable?* Room 5 and 6. Moderator: Margaret Durborow, United Cable. Panelists: Mike Hale, Times Mirror Cable; Margo Isaacs, Cobbs & Brady; Linda Belan, Belan Marketing & Advertising.

Cable and the New Tax Law. Room 2. Moderator: Robert Brown, Cable Investments. Panelists: Leonard Baxt, Dow, Lohnes & Albertson; Leonard Tow, Century Communications; Ian Gilchrist, Paine Webber; Stanley Nasberg, M.R. Weiser & Co.; Steven Simmons, Simmons Communications.

Drug Testing in the Cable Industry: A Discussion of the Issues. Room 4. Moderator: Scott Morris, McCaw Communications. Panelists: Wise Book-

er, Times Mirror; William Cullen, United Cable; Tracy Westen, USC; Bill Demers, Communications Workers of America.

TECH TRACK: Practical Considerations in Implementing BTSC Stereo Television. Room 1. Moderator: Dave Large, Gill Cable. Panelists: James Gibson, RCA Labs; Al Johnson, Synchronous Communications; Walter Reams, Gill Cable; W.J.J. Hogue, Learning Industries.

Exhibit hall open. 11:15 a.m.-12:45 p.m.

Luncheon. 12:45-2:15 p.m. Marriott hotel Grand Ballroom. Speaker: FCC Mass Media Bureau Chief James McKinney.

Tech Track. 1-6 p.m. *BCT/E Certification Testing.* Room 1.

Five concurrent sessions. 2:30-4 p.m. *Operators Are Standing By: The Home Shopping Phenomenon.* Room 2. Moderator: Paul Kagan, Paul Kagan Associates. Panelists: Lowell Paxson, Home Shopping Network; John Malone, TCI; Joseph Segel, QVC Network; Robert Hosfeldt, Gill Cable.

Challenges Facing Small System Operators. Room 3. Moderator: Jack Blanchard, Mogollon Cable TV. Panelists: Thomas Robak, Apollo Cablevision; Mel Matthews, Kinneloa Television Systems.

Cable Issues Facing Congress in '87. Rooms 5 and 6. Moderator: Spencer Kaitz, president, CCTA. Panelists: Representatives Howard Berman (D-Calif.), Daniel Lungren (R-Calif.), Jim Bates (D-Calif.) and Robert Kastenmeier (D-Wis.).

Building a Community Image: National Cable Month and Beyond. Room 4. Moderator: Robert Russo, Daniels & Associates. Panelists: Nickolas Davatzes, Arts & Entertainment; Steven Simmons, Simmons Communications; Edward Allen, Western Communications; Barry Lemieux, American Cablesystems Corp.

FCC Forum. Rooms 5 and 6. James C. McKinney, Mass Media Bureau; Jack Smith, general counsel; Steve Ross, cable branch; John Wong, engineer advisor.

Cocktail party. 4-6 p.m. Exhibit hall open.

Friday, Dec. 5

Cablepac breakfast. 7:15-8:30 a.m. Hilton, Avila A, B. Featuring Representative Robert Kastenmeier (D-Wis.).

Five concurrent sessions. 8:30-10 a.m. *What Californians Have Already Learned About Deregulation.* Room 2. Moderator: Michael Isaacs, Copley/Colony Harbor Cablevision. Panelists: Robert McRann, Cox Cable; Tom Rackerby, ATC; Richard Waterman, Westinghouse; Brian Coyne, Televents.

Pay-Per-View: The Operator's Perspective. Room 3. Moderator: Ann Burr, Southwestern Cable TV. Panelists: Geri Duckworth, Monterey Peninsula; Dennis Hanks, UA Cablesystems; David Archer, Viacom Cable.

Shedding Tiers: How Deregulation Is Affecting Channel Positioning. Room 4. Moderator: Florence Raleigh, Sonic Communications. Panelists: Terry McNailey, Cox Cable; Stephen Merritt, Rogers Cablesystems; Frank Hosea, Storer Cable; Ann Beck, A&B Associates.

Acquisitions for the Small Entrepreneur. Rooms 5 and 6. Moderator: Jim Hirshfield, Summit Communications. Panelists: Michael Pandzik, National Cable Television Cooperative; William Kennedy, Firstmark Financial Corp.; Thomas Ary, Communications Concepts.

TECH TRACK: Test Equipment Advances: Sweeping Without Interference to 550 mhz. Room 1. Panelists: Bill Riker, SCTE. Panelists: Syd Flock and A. William LeDoux, Calan; Ron Adamson, Texscan Instruments.

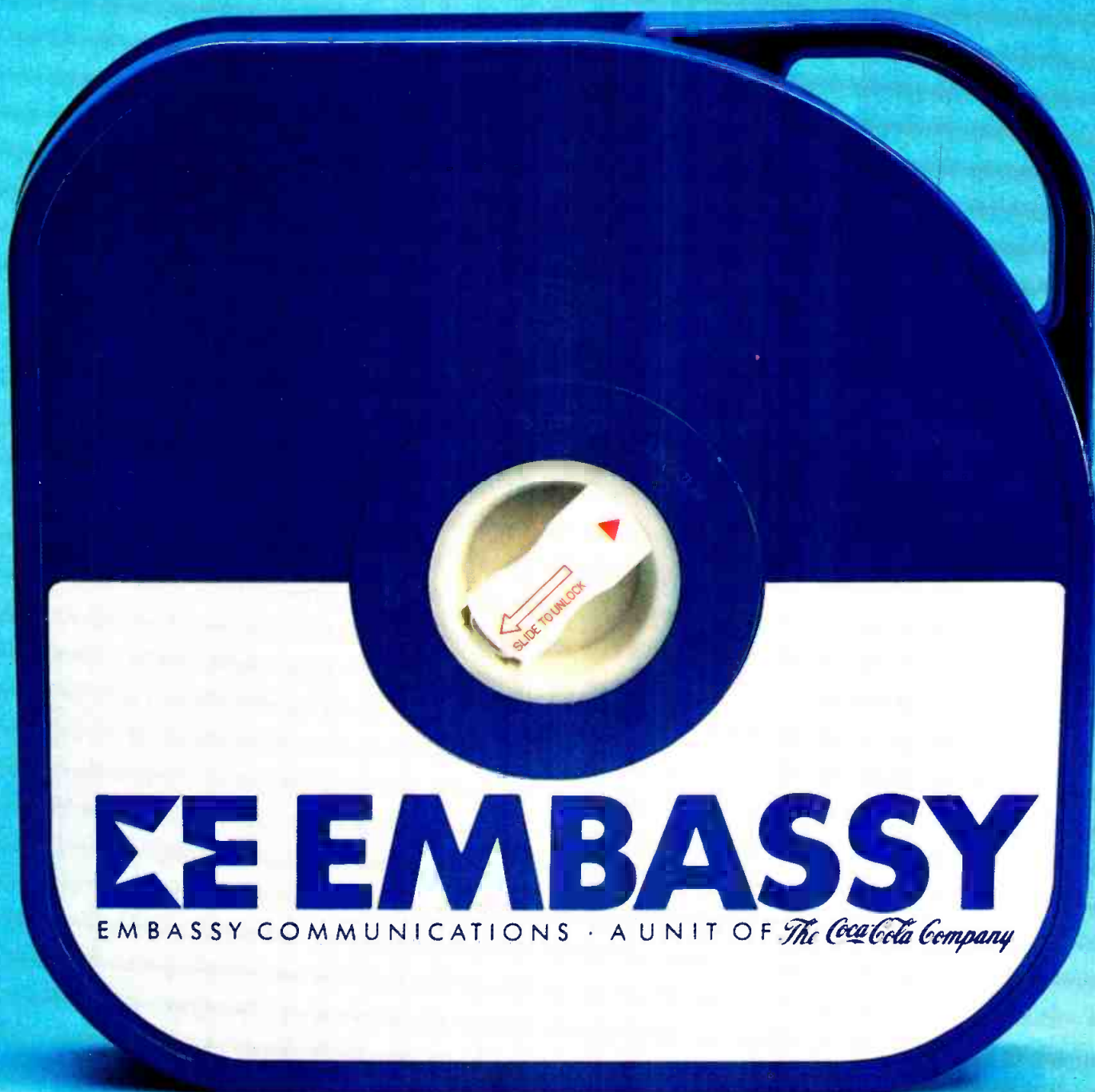
Five breakout sessions. 10-11:15 a.m. *Signal Security: Targeting New Revenue.* Moderator: Jeremy Stern, NCTA. Panelists: Rod Thole, Heritage Communications; Jim Fleming, Cable Oakland; W. Terrell Wingfield, Cox Cable; James Hickey, Chambers Communications.

Consumer Electronics: Learning To Keep It Simple. Room 4. Moderator: Bruce Jones, American Cablesystems. Panelists: Wendell Bailey, NCTA;

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Effective Promotion: Tune-in and Beyond. Room 3. Moderator: Robert Alter, CAB. Panelists: Dean Gilbert, The Enrcom; Jeannette Montgomery, Bay Cable Group, Richard Ericksen, Jones Intercable; Bruce Kaplan, Viacom Cable.

Retention Marketing: The Gift that Keeps on Giving. Room 2. Moderator: Frank Intiso, Falcon Cable. Panelists: Daniel Mahon, Southwestern Cable TV; Paul Lenberg, ASI Market Research; Larry Higby, Times Mirror.

TECH TRACK: After the Acquisition: A Technical Evaluation. Room 1. Moderator: Bob Vogel, Hanford Cablevision. Panelists: Kent Jonas, Corbett & Kane; Bob Luff, Jones Intercable; Scott Morris, McCaw Communications; Ron Cotten, Daniels Associates.

Exhibit hall open. 11:15 a.m.-12:15 p.m.

Luncheon. 12:15-1:30 p.m.

Open forum. 1:30-3 p.m. **Jockeying for Position: The Channel Lineup Race.** Room 2. Moderator: Stephen Effros, CATA; James Gabbert, KTCO(TV) San Francisco; Kay Koplovitz, USA Network; Terry McGuirk, Turner Broadcasting; Marc Nathanson, Falcon Cable; Tom Freston, MTV Network Entertainment; Nancy Jesuale, city of Los Angeles.

Roundtable sessions. 3-4:15 p.m. Anaheim room. **The Telemarketing Connection.** Facilitators: Craig Ehrlich, Falcon Cable; Gina Ferguson, Showtime/The Movie Channel; Linda Evans, HBO. **The Cable Month Connection.** Facilitators: Sandi Wildman Padnos, Disney Channel; Terry Soley, American Cablesystems. **The Employee Motivation Connection.** Facilitators: Gayla Kalp, Gayla Associates; Margaret Durborow, United Cable; Lucy Ewing, Southwestern Cable. **The FCC EEO Compliance Connection.** Facilitators: Eve Sandoval, New Vision; Clayton Gridley, Viacom Cable.

A look at the exhibit floor in Anaheim

Adams Russell (Arvis div.) 1060
1370 Main St., Waltham, Mass. 02154

Alpha Technologies 865-67
3767 Alpha Way, Bellingham, Wash. 98225
Standby and nonstandby power supplies, remote status monitoring. **Staff:** Fred Kaiser, Bob Bridge, Jeff Geer, Ralph Patterson, Paul Kaplan, Susan Coady, Les Forwood, Bob O'Hara, Ron Boyer, Bill Donaldson, Carla Denney.

American Isuzu Motors 1252

AMR Cable Service 1240

Anixter Communications 235
4711 Golf Rd., Skokie, Ill. 60076

Converters, taps and passives, connectors and heat shrink, pedestals, traps, scrambling equipment and power supplies.

Antenna Technology Corp. 1006
1140 E. Greenway St., Suite 2, Mesa, Ariz. 85203

Armex Cable Corp. 725
2700 E. Nine Mile Rd., Warren, Mich. 48091

Arts & Entertainment 145
555 Fifth Ave., New York 10017

Associated Press 156-58
1825 K St., Suite 615, Washington 20006
AP News Plus, AP News Cable, AP NewsPower 1220.

Audiocom Inc. 1030

Augat Broadband Communications 607-09
Box 111, Horseheads, N.Y. 14845

Coaxial cable connectors, heat shrink, cable assemblies, FM kits, VCR kits, self terminating connectors and wall plates, BNC connectors, accutap, cable traps, canister traps, tracers, indoor multi-dwelling amps, headend amplifiers and replacement electronics. **Staff:** John McQuaid, Ed Eschliman, Ken Wood, George Ornelas, Paul Zauner, Leonard DeRenzo, Bill Ellis, Sherwood Hawley, Jeannie Trivison.

Avantek 1219
481 Cottonwood Dr., Milpitas, Calif. 95035

Black Entertainment Television 1038
1232 31st St., NW, Washington 20007

Programing targeted to black audience. **Staff:** Rosalyn Doaks, Robin Beaman, Bob Johnson, Darryl Grayson, Janis Thomas.

Blonder-Tongue Laboratories 661
One Jake Brown Rd., Old Bridge, N.J. 08857

Guardsman off-premise cable pay TV systems, headend equipment, modulators, channel processors, bandpass filters. **Staff:** Isaac Blonder, Glenn Tongue.

Brad Cable Electronics 103
Box 739, 1023 State St., Schenectady, N.Y. 12301

Converter sales and service, cable equipment sales and service.

Brink Security Boxes 873
Port Neches, Tex.

Broadband Engineering 609
1311 Commerce Ln., Jupiter, Fla. 33458

Burnup & Sims 139
8000 E. Prentice Ave., C-5, Englewood, Colo. 80111

High-efficiency ferroresonant power supply*, Capscan coaxial cable, lectro power supplies, construction services. **Staff:** Marty de Alminana, Mike Filkins, Mike Kearns, Kevin Lynch, Dave Massaglia, Steve Wagner, Robert Long, Larry Wallace, Penny Repplinger, Tom Athans, Bill Dougherty, Mike Gepford.

Business Systems 573
One Marcus Dr., Greenville, S.C. 29615

In-house subscriber billing and management system, with addressable interfaces and automated PPV ordering, billing and authorization systems. **Staff:** Larry Edwards, Earl Blasi, Janet Ratts, Bill Kilgore, Bill Moyer, George Pupala, Lee Maynard, Mike Stultz, Jeff Boozer, Bill Cox, Jack Sunderman.

Cable Business Associates 708

Cable Communications Media
623-29 Linden St., Bethlehem, Pa. 18018
Publisher of Cable Monthly, Cableplus

and Spectravision. **Staff:** Mary Marton, Maria Carisio.

Cable Link 132
280 Cozzins St., Columbus, Ohio 43215

Converters, distribution electronics, passive devices, descramblers, positive and negative traps, repair facility. **Staff:** E. Jack Davis, Sheila Davis, Bill Holehouse, Quin Williams, Charles Hanchett, Vonna Richardson, Fritz Juskalian, Dennis Ci-morell.

Cable Promotion Network

Cable Security Systems 819
Box 2066, Auburn, Ala. 36830

High security apartment boxes and options, GNB watchman batteries, riser guard, padlocks, home audit boxes. **Staff:** Curt Cope, Mike Springer, Brad Kinnington.

Cable Television Business 245
6530 S. Yosemite St., Englewood, Colo. 80111

Staff: Judy Rudrud, Jill Marks, Chuck Moozakis, Cary Campbell, Tom Kerry, Rob Stoddard, Laurie Noble, Jeff Baird, Sean Darnall, Terri Reed.

Cable TV Supply 619
5922 Bowcroft St., Los Angeles 90016

Panasonic video switch*, inventory management systems*, Jerrold subscriber products, Times Fiber cable and Panasonic converters. **Staff:** Mark Engler, George Acker, William Krempasky, Paul Acker, Tom Moore, Mary Rose Shearer, Jenny Bell, Shawn Smith, Jim Snow.

Cable Value Network 435
5970 S. Syracuse, Suite 157, Englewood, Colo. 80111

Staff: Peter Barton, Chuck Price, Rene Aiu, Nick Jacksich, Steve Cunningham, Marguerite Moreland, Doug Ayres, Mark Siebert, Carmella Richards, Mark Brown, Frank Anslow, Roy Johnson, Roger Cloutier, Ted Deikel, Sharon Wenk.

Cable Video Enterprises 1044B

Cable Video Entertainment 1044
(see Cableview Publications)

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Nationwide Cable Rep 721
A.M. Pena Bldg., 27801 Euclid Ave., Euclid, Ohio 44132

Cable rep.

Nexus Engineering Corp. 675
7000 Loughheed Hwy., Burnaby, B.C. V5A4K4

Satellite receivers, modulators, demodulators, signal and off-air processors, active combiner, FM audio products, low power transmitters, BTSC encoder. **Staff:** David Wood, Marc Clemens, Altaf Alimohamid, Basil Peters, Marc Phillips.

A.C. Nielsen Co. 152-54
1290 Avenue of the Americas, New York 10105

Nissan Motor Corp. 1222

Northern CATV Sales 501
Box 6729, Syracuse, N.Y. 13217

Negative traps, positive traps, passives. **Staff:** Mark Gondeck, Dominic D'Alfonso, Andrew Tresness.

NuMedia Corp. 1216-17

Oak Communications 105
16516 Via Esprillo, Rancho Bernardo, Calif. 92127

Sigma one addressable converter/decoders, remote control timers, Sigma 3-D stereo converter/decoder*, Orion pro and PD decoders, IBM-PC network control computer*. **Staff:** John Donohue, Rj Smith, Tony Wechselberger, Mary Lou Coburn, Ron Ducceschi, Dave Barbour, Mary Lou Wright, Karen Dodrill, James Ackermann, Dick Jensen, LeRoy DeVries, Jim Wolf, Steve White, Gale Scobie, Art Vigil, Jim Morse, Theresa Knutson.

OEM Sales/Pico 128-30
12500 Foothill Blvd., Lakeview Terrace, Calif. 91342

Drop materials, amplifiers, headend equipment. **Staff:** Michael Holland, Glenn O'Connell.

Panasonic 214
One Panasonic Way, Secaucus, N.J. 07094

One-way addressable converter/decoder, remote control cable converters, VCR cable switcher. **Staff:** Richard Strabel, Robert Chalfant, William Niemeyer.

Parallex 1112
437 Goldfloss St., Winston Salem, N.C. 27107

On-line billing and management system. **Staff:** Winton Wilcox, Kathy Pope, Gilbert Arrington, Mary Hansil, Bruce Odell.

Payview Ltd. 705
GPO Box 300, Hong Kong

Addressable baseband decoders and components.

Pioneer Communications 351
2200 Dividend Dr., Columbus, Ohio 43220
Addressable converter, adaptors for stereo TV.

Pirelli Optronic Systems 807
300 Research Pkwy., Meriden, Conn. 06450

Multichannel fiber optic supertrunk. **Staff:** Dale DeLancy, Alan Kent, Bryon Brammer, Bob Leroux, A. Deichmiller.

Playboy Programing 173

Portac 124
108 Aero Camino, Santa Barbara, Calif. 93117

Location identifier systems*, Time-managed message generator/controller systems. **Staff:** Tracey Hooper, Brian Hooper.

Precise Manufacturing 836
2143 E. 5th St., Tempe, Ariz. 85281

Staff: Harold Wedell, Ferrell Anderson, Frank Conti.

Preview Network 373

Productions Products Co. 1003
133 W. Seneca St., Manlius, N.Y. 13104

PTL 127
Charlotte, N.C. 28279

PTS Corp. 881-83
5233 S. Hwy. 37, Bloomington, Ind. 47401

QVC Network 1264

Rainbow Programing Services 922
150 Crossways Park West, Woodbury, N.Y. 11797

American Movie Classics, Bravo. **Staff:** Marc Lustgarten, John Janas, Katie McEnroe, Bill Phillips, Cathy Hetzel, Kathy Dore, Dennis Patton, Cheryl Simon.

RCA American Communications 413
4 Research Way, Princeton, N.J. 08540

Satcom K-1, K-3, one-meter TVRO reception demonstration, Crimson Satellite Associates. **Staff:** A.T. Hospodor, K.A. Thoss, W. Berman, J. Christopher, F. Horowitz, J. Williamson, M. Alexander, G. Kaplan, T. Mazurczyk, L. Driscoll.

RCW Associates 144

Reliable Electric 201
11333 Addison St., Franklin Park, Ill. 60131

Request Television 910
140 E. 45th St., New York 10017

Pay-per-view software. **Staff:** Jeffrey Reiss, Len Fertig, Bruce Karpas, Bruce Allen, Colleen Cahill, Tina Clarke, Mark Cutten, Greg DePrez, Stuart Jacob, Jennifer Lambert, Morgan Lambert, Ron Norberg, Jay Rubin, Dick Stone, Craig Wilson.

RF Analyst 168-70
112 E. Ellen St., Fenton, Mich. 48430

Riser-Bond 970
505 16th St., Aurora, Neb. 68818

RMS Electronics 660
50 Antin Pl., Bronx, N.Y. 10462

Video control center*, passives, power supplies, power passing splitters, directional couplers and multitaps, nonpower passing splitters, aluminum and F type connectors, apartment boxes and pedestals, moulding duct, traps, sealant and grease. **Staff:** Joseph Bradway Jr., Arthur Fink, Ray Perez, Lee Heller, Trevor Ritchie.

RMT Engineering 238
625 E. Taylor Ave., Sunnyvale, Calif. 94086
Staff: Richard McLean, Patricia McLean, Dan Pfister, Rod Annus, Grant Warner, Linda Long.

Sachs Communications 726-27
30 W. Service Rd., Champlain, N.Y. 12919

Suspension, grounding UL listed and fastening devices for line construction and drop hardware (span and drop clamps, saxxon clips). **Staff:** Jack Sachs, Peter Hineson, Sally Wells.

Satellite Bingo
Box 1332, Albany, Ga. 31703

Scientific-Atlanta 904
3845 Pleasantdale Rd., Atlanta 30340

Secagraphics 151
15000 W. 6th Ave., Suite 106, Golden, Colo. 80401

Showtime/The Movie Channel 948
1633 Broadway, New York 10019

Showtime, The Movie Channel, Viewer's Choice, Get Connected marketing campaign. **Staff:** Peter Chernin, Alan Salinson, Fred Schneier, Jack Heim, Scott Kur-nit, Josh Sapan, Ron Bernard, Steve Schulte, Sara Levinson, John Burns, Barbara Bellafiore, Sharon Portin, Nora Ryan, Andrew Sereysky, Dennis Balthazer.

Siecor Corp. 832
489 Siecor Park, Hickory, N.C. 28603

Signal Vision 345
3 Wrigley, Irvine, Calif. 92718

Underground construction products, passives, aerial drop hardware, connectors and fittings, security boxes, shrink tubing, moulding products, pedestals and flush to ground vaults. **Staff:** Neil Phillips, Mike Thatcher, W. Norman Miller, Laura Madigna, Sheila Casey, John Campbell, Al Peters.

SIN 806
460 W. 42d St., New York 10036

Spanish-language service featuring news and public affairs, musicals, novelas, mini-series, movies, variety shows, children's programs and sports. **Staff:** Susan Catapano, Vilma Ortiz.

Sky Merchant 1002

Standard Communications 115
Box 92151, Los Angeles 90009

TVM-60 frequency agile modulator*, satellite receivers including agile Omni C-Ku band receivers. **Staff:** Mason Trulock, Diane Hinte, Shelley Groves, Don Werner, Roland Soucie, Tom Cameron, Lery Ley-boyen, Tom Greg, Peter Chunka, Mike Ferguson, Steve Miller, Randy Pattison, Pierre Cabbage, Steve Grossman, Doug Sherar, Mitch Anderson, Bill Donaldson, Nick Ferolito.

Synchronous Communications 1048
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Cable headend products, agile input/output converters, TV modulators, TV demodulators, audio and third genera-

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*Ratings History:

Philadelphia: Saturday, 7 PM 70 share.
Atlanta: Friday, 7 PM 52 share.
Kansas City: Saturday, 6 PM 63 share.

Denver: Saturday, 8:30 PM 48 share.
(An Independent against Network primetime)
Chicago: Monday, 9:30 PM 23 share.
(An Independent against Network primetime)

MGM/UA
MGM/UA Television Syndication

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Sports programming network. **Staff:** Bill Grimes, Roger Werner, Roger Williams, Bill Ketcham.

Eternal Word Television Network 800
5817 Old Leeds Rd., Birmingham, Ala.
35210

Catholic cable programming network.
Staff: Marynell Ford, Ed Morrow, Nancy Gilmore.

Fasktel TBA

Financial News Network 1022
2525 Ocean Park Blvd., Santa Monica, Calif. 90405

First Data Resources 1128
7301 Pacific St., C-14, Omaha 68114
Micro computer-based billing service.

FM Systems 659
3877 S. Main St., Santa Ana, Calif. 92707

Stereo TV audio, second audio program multiplexer-modulators. **Staff:** Frank McClatchie, Don McClatchie, Eddie Santamaria, Jeff Roberts, Terry Williams, Annabelle Harmon, Debbie Santamaria, Hazel Lee, Susan McClatchie, Derek Henry, Dale Bach, Mack Duncan, Yvon Caron, Vlad Liska, Norm Duncan.

Galavision 806
460 W. 42d St., New York 10036

Spanish-language pay service featuring movies, novellas, sports, musicals, miniseries, children's programs. **Staff:** Fred Landman, John Figueroa, Danny Huertas, Yazmin Sanchez, Eddie Dominguez, Manuel Perez.

Clifton Gardiner & Assoc. 545
25107 Genesee Trail Rd., Suite 200, Golden, Colo. 80401

Brokerage, investment banking and financial services. **Staff:** Clifton Gardiner, Judie Carroll, Gary Jaekel, BJ Lipari, Bob Kuopus, Rex Miller, Charlie Mills, Tom Reddell, Karen Trenchard.

General Cable Co./apparatus div. 669
5600 W. 88th Ave., Westminster, Colo. 80030
Aerial lifts.

General Instrument Cable Home 205

General Instrument/Jerrold div. 421
2200 Byberry Rd., Hatboro, Pa. 19040

Gilbert Engineering 120
Box 23189, Phoenix 85063

Group W Satellite 443
250 Harbor Dr., Stamford, Conn. 06904

Nashville Network. **Staff:** Don Mitzner, Lloyd Werner, Roy Mehlman, Lynn Price, Cheryl Daly, Altan Stalker.

Heartland Cable Services 194

Hit Video USA 551
1000 Louisiana St., Suite 3500, Houston 77002

Home Box Office 812
1100 Avenue of the Americas, New York 10036

HBO and Cinemax programming.

Home Shopping Network 960
1529 US 19 South, Clearwater, Fla. 33546

Home Shopping Network I and II. **Staff:** Lowell Paxson, Roy Speer, Charles Bohart, Scott Campbell, Judy Ludin, Robert Montgomery, Ginger Smith, Alex Job, Jan Hancock.

Horizon Cable Supply 172-74

Hughes Aircraft 401
3100 Fujita St., Torrance, Calif. 90509

Microwave distribution equipment, MWB-122 on-frequency active repeater, system design, field engineering assistance, applications engineering, product support, training seminars. **Staff:** Nancy Nicoll, L. Eugene Stanley, Steve King, Eric Pastell, Abe Sonnenschein, Norman Woods, Steve Dozier, Art Heiny, Bob Stanton, Tom Straus.

Hughes Communications 467
Box 92424, Los Angeles 90009

Information Systems Development 140
3773 N.W. 126th Ave., Coral Springs, Fla. 33065

CableMaster and software for stand-alone computerized customer management and accounting system.

Intercept Corp. 150
220 Entin Rd., Clifton, N.J. 07014

Interface Technology 815
10500 Kahlmeyer St., St. Louis 63132

TOES/350 voice response system. **Staff:** Dave Young, Craig Farrell, Bill Canfield, Gary Lowe.

Information Systems Development 140
3773 N.W. 126th Ave., Coral Springs, Fla. 33065

CableMaster and CableMaster+ software package. **Staff:** Paul Barre, Paul Griffin.

Interface Technology 815
10500 Kahlmeyer Dr., St. Louis 63132

International Thomson Comm. 603-05
Denver, Colo.

ISS Engineering 701-02

Kanematsu-Gosho 121
400 Cottontail Ln., Somerset, N.J. 08873

Two-way interactive addressable converters, software for transactional services, IPPV, opinion polling, shop-at-home, billing interface, view statistics. **Staff:** Ken Ogiso, Neil DeCostanza, Kirk Okamoto, Ken Akabane, Yoshi Ohara, Ted Kambe.

KMP Computer Systems 1128
135 Longview Dr., Los Alamos, N.M. 87544

Cable billing and management system. **Staff:** Eldon Pequette, Randy Provan, Rich Payne, Dianna Hubbard, Corby Wilson.

Leaming Industries 971-72
180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors, synthesizers, other cable FM equipment, frequency agile equipment, stereo generators used with encrypted pay services, modulators used with local ad insertion equipment

and other audio transmission equipment.

Learning Channel 1246
1200 New Hampshire Ave., NW, Suite 240, Washington 20036

Lifetime 964
1211 Avenue of the Americas, New York 10036

Lindsay Specialty 142
50 Mary St., Lindsay, Ont. K9V 4S7

CATV equipment, feedforward and power doubling trunk bridges, line extenders, system passives, antennas.

Lode Data Corp. 625
6450 E. Hampden Ave., Denver 80222

LRC Electronics 608
901 South Ave., Horseheads, N.Y. 14845

M/A-Com Mac 623
1375 Lenoir Rhyme Blvd., Hickory, N.C. 28601

Magnavox CATV Systems 1012
100 Fairgrounds Dr., Manlius, N.Y. 13104

Digital system sentry demonstration featuring advance color graphics software, 8000 series tap line, 330, 450 and 550 mhz equipment, local area network system panel, training center. **Staff:** Rudy Roscher, Bob Finnerty, Ron Townsend, Steve Schoen, Eric Himes, Keith Weil, Ric Rowland, Laurie Mancini.

Main Line Equipment 1001

Melita Electronic Labs 502
3731 Northcrest Rd., Suite 29, Atlanta 30340
Melita subservicer, smart CSR station, 4000 digital voice and data systems, Melita 8x5". **Staff:** Dale LaPorte, Aleksander Szlam.

Microlog Corp. 880

Morningstar Video 148

MPCS Video Industries 853
511 W. 57th St., New York 10019

MTS Inc. 707

MTV Networks 521
1775 Broadway, New York 10019

Music Television, Nickelodeon, VH-1: Video Hits One.

Multilink 1034

Nacom Cable 871
714 Centinela Ave., Englewood, Calif. 90302

Staff: Leslie Lotte, James Kaminski, Keith Craig.

Nashville Network 443
250 Harbor Dr., Stamford, Conn. 06904

Staff: Don Mitzner, Lloyd Werner, Roy Mehlman, Lynn Price, David Hall, Paul Corbin, Cheryl Daly, Donna Sparks.

National Cable Television Assn. 715-19
1724 Massachusetts Ave., N.W., Washington 20036

Staff: Barbara York, Ann Dorman, Dan Dobson, Carol Sullivan, Jeremy Stern, Mary Cullen.

National Farmers Union Insurance 1032

TM



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NEW YORK WPIX

#1 in Kids 2-11 with 44% share,
beats Silverhawks.
Increases Smurfs lead-in by 43%.



CLEVELAND WOIO

#1 in Kids 2-11 with 51% share.
Increases lead-in by 116%.



HARTFORD WTXH*

#1 in Kids 2-11 with 33% share
beats Defenders of the Earth.
Increases lead-in by 43%.



LOS ANGELES KTLA*

#1 in Kids 2-11 with 42% share,
beats Mask.
Up 34% over Oct. 85.



HOUSTON KTXH

#1 in Kids 2-11 with 30% share,
beats Smurfs.
Increases lead-in by 24%.



KANSAS CITY KZKC

#1 in Kids 6-11 with 35% share,
beats Scooby Doo.
Increases lead-in by 33% with Kids
2-11.



CHICAGO WGN

#1 in Kids 2-11 with 51% share,
beats Inspector Gadget.
Up 74% over Oct. 85.



ATLANTA WGMX

#1 in Kids 2-11 with 50% share,
beats Dennis the Menace.
Increases lead-in by 80%.



MILWAUKEE WCGV

#1 in Kids 2-11 with 49% share,
beats Galaxy Rangers.
Up 44% over Oct. 85.



PHILADELPHIA WPHL

Up 77% over Oct. 85.
Increases lead-in by 206% with Kids
2-11.



TAMPA WTOG*

#1 in Kids 2-11 with 68% share,
beats Defenders of the Earth.
Up 55% over Oct. 85.



CINCINNATI WHI

Up 100% over Oct. 85 with Kids
2-11.
Increases lead-in by 500%.



SAN FRANCISCO KTVU

#1 in Kids 2-11 with 40% share,
beats My Little Pony.
Up 21% over Oct. 85.



MINNEAPOLIS KITN

Increases lead-in by 200% with Kids
2-11.
Up 77% over Oct. 85.



NASHVILLE WZTV*

#1 in Kids 2-11 with 44% share,
beats Mask.
Up 26% over Oct. 85.



BOSTON WSBK

Up 50% over Oct. 85.
Increases lead-in by 181% with Kids
2-11.



ST. LOUIS KDNL*

Up 266% over Oct. 85 with Kids
2-11.
Increases lead-in by 10%.



NEW ORLEANS WGNO

#1 in Kids 2-11 with 51% share.
Increases lead-in by 66%.



DETROIT WKBD

#1 in Kids 2-11 with 56% share,
beats Jetsons.
Increases lead-in by 164%.



DENVER KWGN

#1 in Kids 2-11 with 70% share,
beats Centurions.
Increases lead-in by 42%.



COLUMBUS, OH WTTE*

#1 in Kids 2-11 with 90% share.
Up 15% over Oct. 85.



WASHINGTON, D.C. WDCA

Increases lead-in by 262% with Kids
2-11.
Up 71% over Oct. 85.



BALTIMORE WBFF

#1 in Kids 2-11 with 54% share,
beats Heathcliff.
Increases lead-in by 525%.



MEMPHIS WPTY*

#1 in Kids 2-11 with 47% share,
beats Thundercats.
Increases lead-in by 67%.

Source: Oct. 86 NSI

*Oct. 86 ARB

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CableData 221
Box 13040, Sacramento, Calif. 95873

Quickdata, pay-per-view, phone entry processor, custom statements*. **Staff:** Robert Mathews, Jerry Knapp, Maggie Wilderotter, Bob Crowley, Nancy Frank, Susie Mathews, Ted Rooney, Bob Puckett, John Adams, Michael Bobko, David Wright, Richard Scott, Lloyd McCreary, Jack McDonald.

CableReady 301
6820 N. Broadway, Suite E, Denver 80221
Guardian steel protective molding. **Staff:** Terry Fiala, Jerry Trautwein, Paul Sherrill, Tim Huser.**Cabletek** 505
850 Taylor St., Elyria, Ohio 44035

Aerial Tap enclosure tap cap, interior and exterior molding duct and fittings, coring tools, residential enclosures, apartment enclosures, conduit and cablemarkers. **Staff:** Tim Reilly, Stan Leonowich, Lynn Bailey.

CableTek Center Products 821
129 S. Abbe Rd., Elyria, Ohio 44035

Residential enclosures, molding duct, coring tools, conduit apartment boxes, cablemarkers and tamperproof screw drivers.

Cableview Publications 1044
111 Eighth Ave., New York 10011

Program guides. **Staff:** Irwin Cohen, Richard Sullivan, Russell Cohen, Mark Rubin, Sandy Messinger, Marida Sapi-chino.

Calan Inc. 891-92**Catel/Telecommunications** 300
4050 Technology Pl., Fremont, Calif. 94537

FMS-3000*, D-850 tunable television demodulator*, TVS 2000*, multichannel FDM, bidirectional single mode fiber optic systems, FM stereo processing, stereo TV transmission systems, PC controlled headend modulator system, agile TV and demodulator. **Staff:** Stan McKelvie, George Benton, Dennis Donnelly, Frank Genochio, Don Wyckoff.

CBN Cable Network 226
CBN Center, Virginia Beach, Va. 23463

Family programming, westerns, comedies, movies, sports, children's and women's shows, Christian inspirational programming, news.

C-COR Electronics 801
60 Decibel Rd., State College, Pa. 16801

Staff: Richard Perry, Gerhard Nederlof, Daniel Trayler, John Hastings, Arthur McGuire.

Channel Master 1122
*Box 1416/Industrial Park Dr., Smithfield, N.C. 27577***Channell Commercial Corp.** 267
620 W. Foothill Blvd., Glendora, Calif. 91740

Pedestals, enclosures, amplifier housing, integral coax cable and grade level vaults.

Channellmatic 942
821 Tavern Rd., Alpine, Calif. 92001

Spotmatic random access insertion system, spotmatic jr. sequential insertion system, Moneymaker* sequential insertion system, Broadcaster I automated VCR cassette changer, audio/video distribution, amplifiers, switching equipment, prepackaged modules for use in customized systems. **Staff:** Bill Killion, Tom Walsh, Dwain Keller, Roger Heidenreich, Mike Watson, Brian Bertrand, Pat Bates, Tom Panowski.

Chyron Corp. 1132
*265 Spagnoli Rd., Melville, N.Y. 11747***Clearing House/Studio Music** 968**CommTek Publishing** 706
*Box 1048, Hailey, Idaho 83333***Communications Equity Associates** 1042
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Investment banking services, brokerage, management and corporate financial services for the communications industries. **Staff:** Rick Michaels, Harold Ewen, Jim Ackerman, Don Russell, Tom MacCrory, Brian Sweeney, John Long, Mark Sena, David Unger, Pep Shappee.

Communications Technology
12200 E. Briarwood Ave., Suite 2500, Englewood, Colo. 80112

Communications Technology, Cable Strategies*, The Tech Almanac. **Staff:** Rob Stuehrk, Paul Levine, Jim Dickson, Toni Barnett.

Compulink 166
*7200 E. Dry Creek Rd., Suite B-101, Englewood, Colo. 80112***ComSonics** 1068
*Box 1106, Harrisonburg, Va. 22801***Consumer Discount Network** 1211**Cosmo Graphics** 711
3201 N. Loop 820, Suite 150, Fort Worth 76137

Program guide publisher. **Staff:** Chris Stark, Larry Rosenberg, Dana Wilson.

Country Music Television 1258
Music Vlg. Blvd., Marty Robbins Bldg., Hendersonville, Tenn. 37075

Country music video television programming service. **Staff:** Nyhl Henson, Jim Guercio, Peter Wilson, Mike Abney, Stan Hitchcock.

Crazy Eddie Inc. 1220-21**Creative Management Systems** 473
*230 Main St., Box 10, Toms River, N.J. 08754***Credit Protection Association** 969
*Box 802068, Dallas 75380***C-SPAN** 1108
400 N. Capitol, NW, Suite 412, Washington 20001

C-SPAN and C-SPAN II. **Staff:** Brian Lamb, Paul Fitzpatrick, Kate Hampford, Susan Swain, Jana Dabrowski, Susan

Aigner, Cathy Fini, Molly Breeden, Joe Pfifer.

CST Technology 976**Daniels & Associates** 860
2930 E. Third Ave., Box 6008, Denver 80206
Professional expertise in acquisitions and investment services.**Data Broadcasting Corp.** 890
*8027 Leesburg Pike, Suite 107, Vienna, Va. 22180***Data Communications Corp.**
3000 Directors Row, Memphis, Tenn. 38131
BIAS PC cable IBM based ad sales computer system*. **Staff:** Norfleet Turner, Dick Bruce, Susan Whalen.**Del Compu-Cable Systems** 975
6-301 45th St. W. Saskatoon, Sask. S7K1V9
SpectraView I and II character generators, Star* high performance character generator with built-in gen lock. **Staff:** Bob Hodgins, Dale Lemke.**Dialogic Communications** 823-25
1106 Harpeth Ind. Ct., Box 8, Franklin, Tenn. 37064

Interactive voice response microcomputer for installation confirmation, PPV, upgrades/downgrades, billing inquiries. **Staff:** Gary Fitzhugh, Phil Suiter.

Discovery Channel 561
8201 Corporate Dr., Landover, Md. 20785

Documentary programming featuring science, nature, technology, human adventures. **Staff:** John Hendricks, Ruth Otte, Greg Moyer, Jody Haas.

Disney Channel 257
4111 W. Alameda, Burbank, Calif. 91505
Premium pay service.**Drop Shop** 855-57
*Box 284, Roselle, N.J. 07203***DX Communications** 1144
10 Skyline Dr., Hawthorne, N.Y. 10532

Satellite headend systems and components, Ku and C band receive-only earth stations.

Dyatron Corp. 162**Eagle Comtronics** 653
4562 Waterhouse Rd., Clay, N.Y. 13041

Super traps, multiple channel traps, decoding filters, directional taps, programmable and addressable descramblers and converters.

Eastern Microwave 1036
112 Northern Concourse, Syracuse, N.Y. 13221

Superstations WOR-TV and WQXR(FM), both New York. **Staff:** Gil Korta, Ann Marie Russell, Laurie Prouty-Silverman, Susan Moliski, Donna Patane.

Encyclopaedia Britannica USA 884
20501 Ventura Blvd., Suite 230, Woodland Hills, Calif. 91364

Staff: Gwen White, Sidney Schrager.

EPD Electronics 882**ESPN** 367
355 Lexington Ave., New York 10017



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tion FM video modems.

Telecorp Systems 1403

Telecrafter Corp. 627
Box 21475, Billings, Mont. 59102

Cable markers, enclosures, locking and security devices, drop fastening tool.
Staff: Peter Mangone, Dorit Herman, Colleen Schreiner.

Television Digest 101-02
1836 Jefferson Pl., NW, Washington 20036

Telstar Corp. 167
1900 Avenue of the Stars, Suite 2500, Los Angeles, Calif. 90067

Staff: Gerald Bartell, Joyce Bartell, Joe Corazzi, Richard Crawford, Carl Sambus, Sid Amira, John Schramm, Steve Roberts, Bennett Boyd, Jim LeVitus, Robert Sillerman, William Magee, Gerry Jordan, John Ratliff, Tom Hunt, Ed Michaelove, Andrew Trentacosta, Alan Vincioni, David Vincioni, Michael Shaheen, Stan Irwin, Ruth Gilbert, Stacy Cromidas, Peter Gilbert, Bill Serencsa, Dennis Garcher, Maryse Najar, Ellek Seymour, Jeff Simmons, Dale Theisen, Jane Bartell, Scott White, Eric Ebeling, Rosalie McNamara, Diane Croskey, Wyane Hilty, Pan Croskey, Anne Droste, Edita Andrada, Kim Black.

Tempo Enterprises 133
8252 S. Harvard, Tulsa, Okla. 74137

Texscan 167
10841 Pellicano Dr., El Paso, Tex. 79936

Transmission equipment, distribution equipment, character generators, commercial inserters, test equipment, status monitoring equipment. **Staff:** Jim Bonfiglio, William Firestone, Rene Flores, Bob Shannon, Ken Lawson, Dennis Gourley, Rand Wegner, Dave Keller, Dave Allen, Ron Adamson, Bick Remy, Tom Gingrich, Brenda Bangel, Mike Higgins, Gary Adams, Carl Rodney.

Times Fiber Communications 449
358 Hall Ave., Wallingford, Conn. 06492

TX plus trunk and feeder cable, lifetime drop cable, RG611 drop cable, TX low loss semiflex cable. **Staff:** Florence DeGeorge, Larry DeGeorge, John Forde, Rex Porter, Peter DeGeorge, Ralph Hillburn, John Patterson, George Bell, Joe Cost, Fred Wilkenloh, Don Keene, Jerry Stovall, Craig Scalzo, Laura Sensale, Jill Maple, Tom Maulfair.

Toner Cable Equipment 670
969 Horsham Rd., Horsham, Pa. 19044

Staff: Robert Toner, Shawn Toner, BJ Toner, Steve Deasey, Karen Toner, Mike Greninger.

Toyota Motor Sales 157
19001 S. Western Ave., Torrance, Calif. 90509

Trilogy Communications 1154
2910 Hwy. 80 East, Pearl, Miss. 39208

MC coaxial cable. **Staff:** Bill Kloss, Steve Hallock, John Kaye, Shinn Lee, Bill Herin, Danny Roberson.

Trinity Broadcasting Network 1148
Box A, Santa Ana, Calif. 92711

24-hour religious programing network.
Staff: Stan Hollon, Nidia Day, Holly Johnson.

Triple Crown Electronics 849-51
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers (4 ghz and 12 ghz), TV and FM modulators, demodulators, processors, indoor and line amplifiers 300 and 450 mhz, DBC addressable products, standby power supplies.

Turner Broadcasting 838
CNN Center, 100 International Blvd., Atlanta 30348

WTBS(TV), CNN and CNN Headline News.

Staff: Terry McGuirk, Doug McGinnis, Julia Sprunt, Bob Sieber, Ron Harris, Suzanne McCabe, Andy Harrison, Beth Adams, Hawley Chester, Mark Henderson, Arthur Sando, Alex Swan, Cathy Burrell, Ray Coleman, Linda Moffatt.

TV Decisions 503-04
1819 Peachtree Rd., NE, Suite 707, Atlanta 30309

TVDX electronic program listings channel guide, local ad sales. **Staff:** Joseph Brunner, Dennis Campo, Mel Van Tine, William Goodwyn, Jeri Amstutz, L. Bob Henderson, Cheryl McGaffin, William Cohn, Robert Newell, Donna Buffa.

TV Guide 251
4 Radnor Corporate Center, Radnor, Pa. 19088

TV Guide magazines. **Staff:** Herb Zucker, Lawrence Moore, Kathleen Clow, Cynthia Raleigh.

TV Host 1054
Box 1665, Harrisburg, Pa. 17105

Cable program guides. **Staff:** Frank Dillahay, Terry Harmon, Allen Turner, Curt Jantz, David Stefanic.

TVSM 822
309 Lakeside Dr., Horsham, Pa. 19044

Program guides. **Staff:** Irv Kalick, Neil Heller, Joe Goldshear, Jerry Lerman, Bruce Wolff, Bob Dallas.

United Video 455
3801 S. Sheridan, Tulsa, Okla. 74145

KKGO(FM) Los Angeles, WGN-TV Chicago, electronic program guide, EPG Jr., WPIX New York, KTVT Dallas, WFMT(FM) Chicago, Cable SportsTracker. **Staff:** Jeff Treeman, Jamie Witmer, Tom Broge, Beth Williams, Larry Flinn, Sandy Neuzil, Rick Maxwell, Jim Shelton, Rick Brattin, Chris Bourne, Virgle Smith, Roy Bliss, Bill Sullivan, Leisha Haworth, Karen Smith, Ira Apt, Anne Wilkerson, Jerry Gentzen, Rebecca Woods.

U.S. Air Force Recruiting 869
USAFRS/RSARE, Randolph AFB, Tex. 78150
Recruiting materials. **Staff:** Capt. Bill Stephenson, Capt. Brooks.

USA Network 854
1230 Avenue of the Americas, New York 10020

24-hour ad-supported service with women's, sports, children's and music entertainment for youth.

Vertex Communications 1400-01
2600 Longview St., Kilgore, Tex. 75662

Vibra King 134
Box 247, Kingswood Rd., Mankato, Minn. 56001
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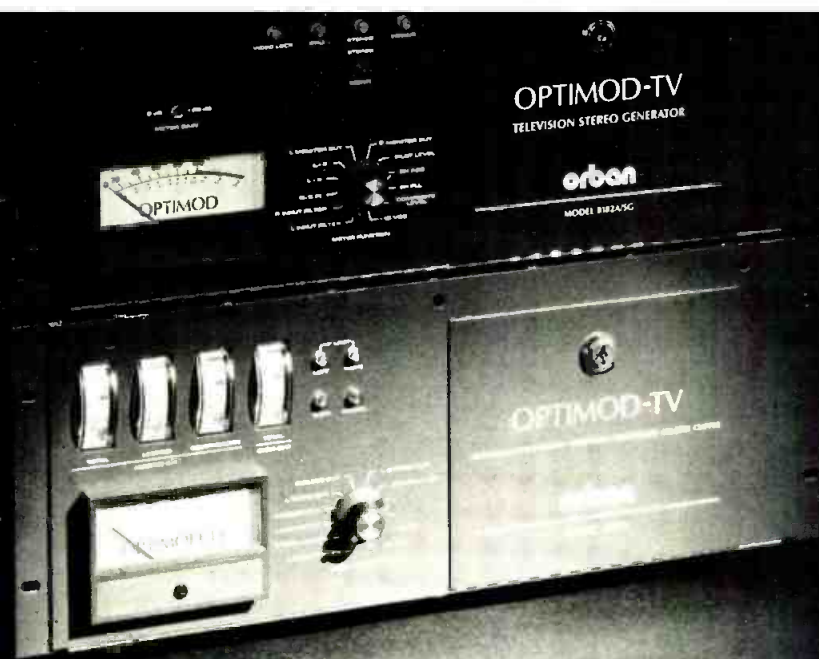
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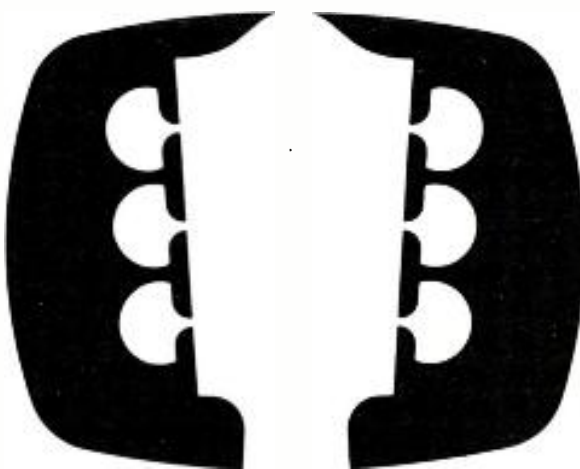
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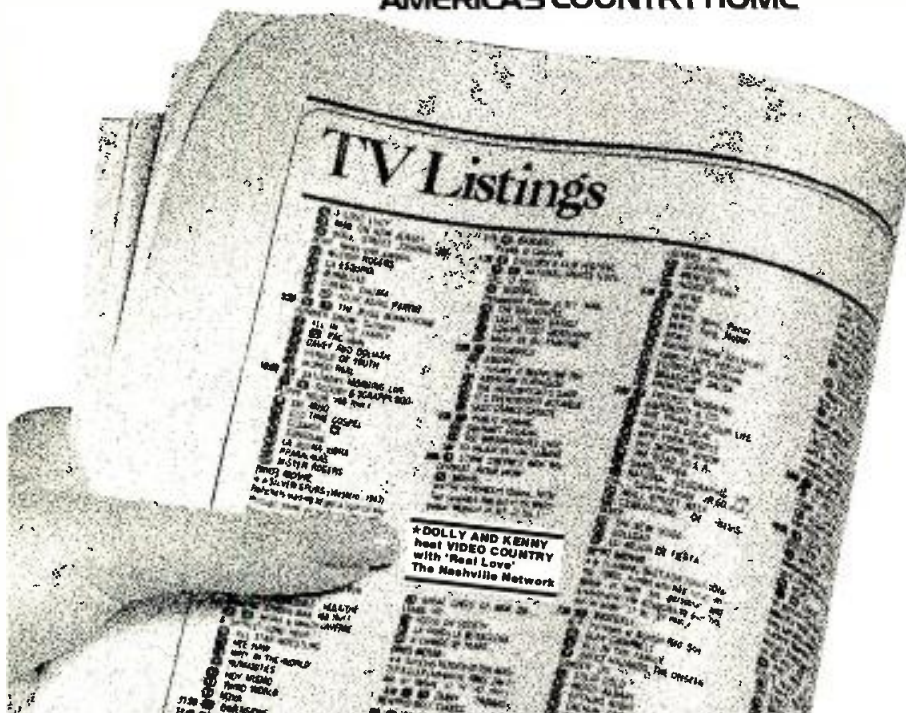
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KINGWORLD
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*NTI **Nielsen & Arbitron overnights



OCTOBER RESULTS!

New York, WNBC-TV

Tied for #1 in rating
#1 Men 18-34, 18-49
#2 Total women, women 18-34, 18-49

Los Angeles, KCBS-TV

Up 65% with women 18-34 over last year
Up 82% with men 18-34 over last year

Chicago, WMAQ-TV

#1 Total teens
Up 25% with adults 18-49 over last year

San Francisco, KTVU-TV

#1 indie among women 18-49, 25-54

Detroit, WDIV-TV

#2 overall

Washington, WDMV-TV

Doubles delivery of women 18-34, 18-49, 25-54 over last year.

Dallas, KXAS-TV

#1 with women 18-34 and total teens

Houston, KHOU-TV

#1 Total teens
Beats Solid Gold with all mole demos and women 18-34, 25-54

71% of all viewers are 18-49!

National Advertising Sales by



Source: October Nielsen Cassandra Report

ABC axes Cavett, Breslin from late-night schedule

Both programs suffered from lack of affiliate clearances

ABC put out the word last week that many affiliates have been expecting, if not hoping for—its two new late-night programs, *The Dick Cavett Show* and *Jimmy Breslin's People*, will be canceled at year's end. The network said last week that clearance problems with the shows were basically the cause of their downfall.

In a prepared statement, ABC said it was "pleased with the quality of both shows, but the problem of clearing enough affiliates at the scheduled midnight time period proved too difficult." The network announced plans for the programs in August, after many affiliates had already made commitments to carry one or more syndicated shows instead. Clearances for the Cavett show hovered around 70%, while Breslin's clearances often dipped to the 50% range.

Breslin's relationship with the network has been strained almost since the launch of his program. In September, he wrote a column condemning the network's O&O, WABC-TV New York, and its general manager, William Fyffe, for delaying the broadcast of his program by at least a half-hour (and sometimes later), because of a commitment to *Nightlife with David Brenner*. He vowed then that once his initial 13-week commitment with the network was up, he would not renew. He also suggested that Fyffe ought to "step out of his studio and dive in front of a bus."

In fact, it was uncertain just who had fired whom at the time of the announced cancellation. In last Monday's edition (Nov. 24) of the *New York Times*, Breslin bought a small front page ad that read: "ABC Television Network: Your services, such as they are, will no longer be required as of 12/20/86—Jimmy Breslin." ABC's announcement of the cancellation of both programs was put out late in the afternoon that same day. The network said that its decision was communicated to the Cavett people the Friday before (Nov. 21), and that it tried but failed to reach the executive producer of Breslin's show, Woody Fraser, that day also. However, responding to inquiries on the fate of the two shows that Friday, an ABC official in charge of late-night programing, through a spokesman, assured BROADCASTING that no decision had yet been made.

The Cavett show will have its last broadcast Dec. 30, and the Breslin show will have its final broadcast Jan. 2. At deadline, Breslin could not be reached to confirm reports that he may take the program to syndication.

ABC said that with the cancellation of its two late-night programs, the midnight-1 a.m. time period will temporarily go back to affiliates. However, it said it expected to

Episode order. CBS Entertainment has decided to give *The New Mike Hammer* a full season commitment, said division president Bud Grant, in New York on business last week. Grant said that the network has ordered four more episodes of *The Wizard*, which means the network is buying time before making a final decision on that program for the season. It appears that CBS's other remaining new drama, *Downtown*, will be canceled. Grant said the network "probably would not" order any more episodes of the show beyond the initial 13-program order.

have one new late-night entry back on the schedule in "early spring." A spokesman would give no clue as to what the network had in mind, but did not rule out the possibility of a vehicle hosted by *Our World* co-host Linda Ellerbee. The network has confirmed

that it has talked with Ellerbee about her possibly doing a late-night show in the first quarter of 1987. ABC also said that its long-range plan was to develop a full-slate of late-night programs and expects to have them in place by the fall of the 1987. □

TPS reorganizes in wake of MGM buy

Product divided between two companies; Barry named TPS president

Five years after its inception as Turner Program Sales, Turner Broadcasting's syndication arm, Turner Program Services, has been reorganized and expanded to facilitate sales of the MGM film library and its first-run offerings. The company will be headed by Russell Barry, president, who went to TPS from Taft Entertainment Television, where he was president and chief executive officer of Taft Entertainment Television.

Barry said the restructuring was primarily to help sell the MGM library of films acquired by Turner Broadcasting. The moves are also designed to eliminate confusion among stations between the product MGM/UA will syndicate under its name and the MGM product that TPS will syndicate.

The premiere first-run offering from the new TPS will be *On Parade*, a life-style and

entertainment-oriented strip hosted by Bill Boggs and Ann Abernethy. Boggs is currently host of *Midday with Bill Boggs* on WNYW-TV New York, and Abernethy is co-host with Regis Philbin of *The Morning Show* on WABC-TV New York. *On Parade* will be produced in Hollywood by Peter Calabrese, former producer of *Late Night with David Letterman*. The show is aimed at early fringe and access. Sales will be in cash. Barry said the show is being designed for a fall 1987 start, but could debut in April, depending on the marketplace.

On Parade will use a movable set, with few permanent pieces of furniture for its hosts. Each episode will use a number of filmed pieces. TPS plans to utilize a number of personalities who currently appear on CNN, including talk show host Larry King and Elsa Klensch, a fashion editor.

Barry said that TPS's major sales push will continue to be syndicating titles from the 4,000-film library TBS has acquired from MGM, Warner Bros. and RKO. The library consists of 12 packages, including the "Color Classic Network," which debuts in January with "Yankee Doodle Dandy." "Color Classic Network" has been cleared in over 80% of the country, according to Barry.

Barry said TPS was not concerned with controversy surrounding its colorization of classic black-and-white films. He said TPS will introduce a second package of 24 colorized films at NATPE including "Mutiny on the Bounty," the original "Tarzan," "San Francisco," "David Copperfield," "Huckleberry Finn" and "Treasure Island."

"The acceptance for these films is good," he said. "I think these will find new audiences" and will get "time periods they wouldn't have" without the colorization.

In acquiring the MGM library, TPS and United Artists split the more recent film productions, with UA getting the James Bond, Rocky and other films. For its part, TPS will get a number of films produced between

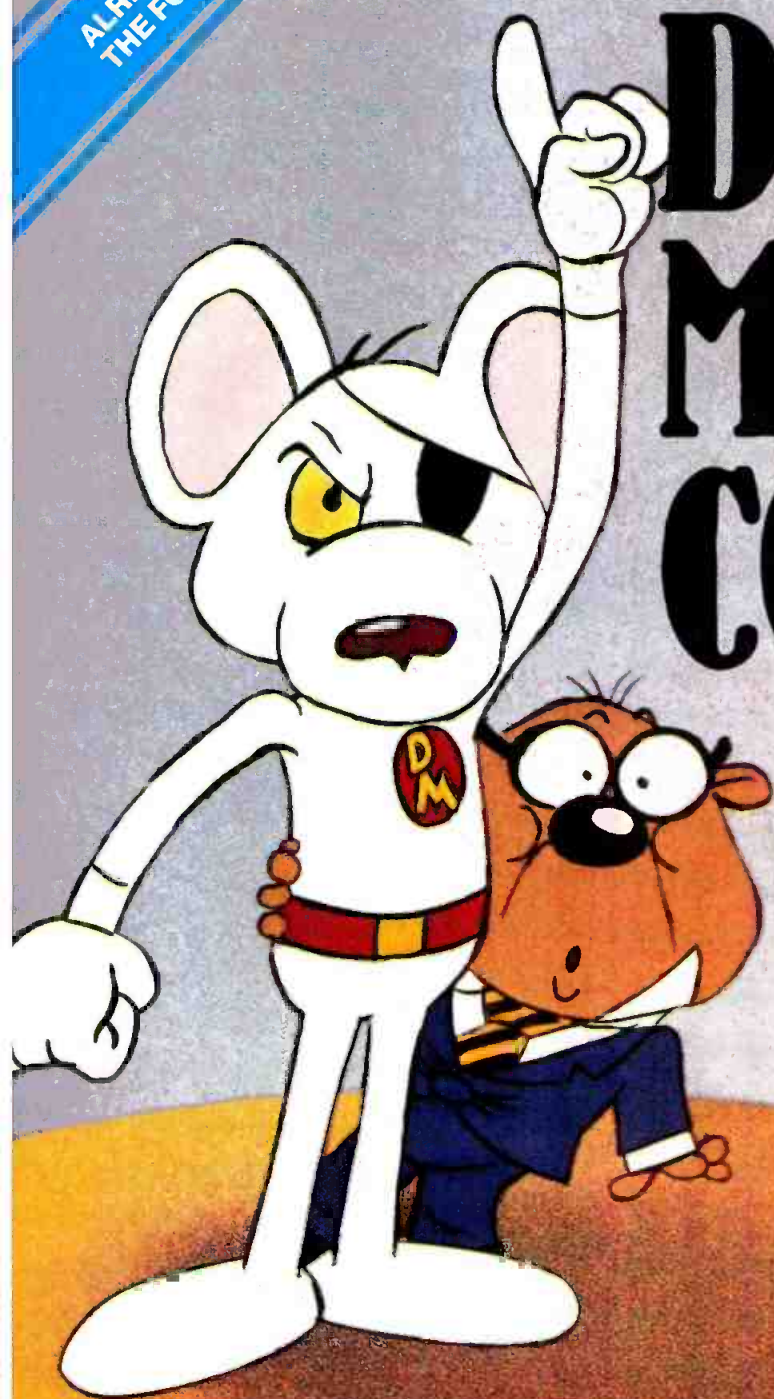


Barry

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1985 and 1995, following their pay cable windows. Those films include "9½ Weeks," "Diner," "The Year of the Dragon," "2010," "Poltergeist" and others.

Among TPS's other product is *Cousteau's Discovery of the World*, a series of monthly specials that play first on superstation WTBS(TV) Atlanta. TPS has a three-year agreement with Costeau, and will probably

renew the agreement for the monthly specials for a fourth year. In addition, there are the *National Geographic: On Assignment* specials, and *CNN Television*, a news service through which stations can get coverage of live breaking stories.

Among the MGM series that TPS will distribute are *Gilligan's Island*, *CHiPS*, *Man From Uncle* and *Courtship of Eddie's Father*.

TPS will also distribute a number of classic cartoons, such as *Tom & Jerry*, *Bugs Bunny* and the original Max Fleischer's *Popeye*.

Barry said that TPS will sell programming on either a cash or barter basis. Currently, barter sales for the division are handled by TBS Sales Inc., with offices in New York, Chicago, San Francisco and Atlanta.

The reorganization of TPS was done un-

Nine in a row: NBC ties second-best season streak

NBC won week nine (ended Nov. 23) of the prime time ratings and in the process tied the record for the second longest consecutive week winning streak during a regular viewing season. The streak ties the nine straight victories last accomplished during the 1977-78 season by ABC. The record is 29 weeks, achieved by CBS during the 1963-64 season.

(On a nonseasonal basis, CBS had a 23-week winning streak from March 18 to Aug. 25 in 1974 and ABC had a 14-week undefeated stretch from Jan. 8 to April 15 in 1979).

NBC won week nine with an 18.0/28. CBS followed with a 16.8/26 and ABC came in with a 14.2/22. Last year, week nine was a CBS win, when the network pulled an 18.1/27. NBC followed close on the heels with a 17.8/27, while ABC had a 14.7/22. NBC's nine straight wins have left NBC with a comfortable season-to-date lead: 18.8/30 to CBS's 16.0/26 and ABC's 14.4/23.

CBS bounced back to take the evening news race in week nine with a 12.4/21, knocking NBC from first to second (11.9/21). ABC's *World News Tonight with Peter Jennings* closed out the week with an 11.0/20. Last year's news numbers ran: CBS 13.5/23, NBC 12.3/21 and ABC 11.5/19.

HUT levels (homes using television) stood at 64% for week nine, up from week eight's 63.6%. Last year's HUT was 66.5%. Week nine's viewing homes numbered 55.9 million, up from 1985's comparable 57.1 million.

NBC took Monday, Thursday and Saturday, while CBS took Wednesday, Friday and Sunday, and ABC Tuesday.

NBC took Monday night with a 23.7/35.0. The network's Monday night movie, *Kate's Secret*, scored a 24.1/36, beating ABC's *Monday Night Football* (San Francisco-Washington) which scored a 17.7/31. From 8 to 9 p.m., a *Family Ties* special and *ALF*, also on NBC, took their time periods with a 24.5/35 and a 21.5/31, respectively. Part two of CBS's mini-series, *Fresno*, pulled a 15.2/22, which put the show in 36th place. (Parts three, four and five finished 50th, 52d and 51st, respectively.)

ABC won Tuesday by almost a full six rating points—20.6/32.6 over CBS's 14.8/23.5. NBC pulled in at 12.6/19.9. The 8 to 10 p.m. period was firmly ABC's, and *Jack & Mike* at 10 p.m. (15.3/27) increased its numbers over the previous week. The show has a season average of 14.6/22 and ranks 45th. CBS's movie, *Penalty Phase*, pulled in an overall 15.8/26 for the evening.

Wednesday was a win for CBS with a 16.5/26.1. The evening's programming was delayed by President Reagan's press conference. ABC and CBS brought back regular programming at about 8:45 p.m., while NBC started at 9 p.m. CBS's *Equalizer* pulled a 16.0/26 and ranked 29th. ABC's *Dynasty* came in 34th with a 15.6/24 while *Hotel* ranked 39th with a 14.7/26. Part four of *Fresno* pulled in a 12.5/24.

On Thursday, NBC put the news-feature *Fast Copy* in place of *Hill Street Blues* at 10-11 p.m., but picked up only a 12.1/20. *L.A. Law* will take over the time slot this week, while *Hill Street Blues* moves to Tuesday at 9 p.m. In its final broadcast on Thursday nights, during week eight, *Hill Street* scored a 15.7/30, 1.2 rating points below its season average, but one share point higher. *L.A. Law* on Friday ran slightly above its average, scoring a 15.9/27, just 0.3 points above its 15.6/27 season-to-date.

But Friday's last airing of *L.A. Law* wasn't enough to compete with CBS's *Falcon Crest*, which won the evening's 10-11 p.m. slot with an 18.1/31. The show ranked 21st for the week. All three prime time hours went to CBS, with *Dallas* racking up a 21.5/34 from 9 to 10 p.m. and *Scarecrow and Mrs. King* taking 8-9 p.m. with a 15.7/26. ABC's two-hour *Love Boat* special scored only a 9.8/16, putting it at 59th.

ABC has inserted *Sidekicks* and *Sledge Hammer!* to replace *Life with Lucy* and *The Ellen Burstyn Show* from 8 to 9 p.m. on Saturday night but it made little difference as NBC's powerhouse took the night with a 19.7/33. *Lucy* ranked 72d in season-to-date numbers with a 9.0/16 and *Ellen Burstyn* followed at 73d with a 7.6/13. *Sledge Hammer!* is the only show of the four with a season-to-date above 10.0, standing at 10.2/16. Those slightly higher season-to-date share averages than their predecessors were reflected in week nine. *Sledge Hammer!* scored a 9.3/15 in its new time slot while *Sidekicks* brought in a 9.3/16. For the night, ABC scored a 7.8/13.1 while CBS tallied a 10.8/18.0 with an extended movie, *Houston: Legend of Texas*.

Although ABC didn't win Sunday, its *Disney Sunday Movie* racked up its highest season-to-date rating and share (15.8/23) with its presentation of "The Thanksgiving Promise." That was good enough to tie for 31st place with the *CBS Tuesday Movie*—pulling the program up 12 positions over week eight's 43d place, and giving it a boost of 2.5/3 over the show's season-to-date average of 13.3/20. Sunday, overall, went to CBS, which aired the movie *Women of Valor* against ABC's *Nazi Hunter* and NBC's *Combat High*. CBS took the night with a 23.2/34.5, against NBC's 16.5/24.6 and ABC's 14.8/22.0.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	34.7/50
2.	Family Ties	NBC	32.0/46
3.	Murder, She Wrote	CBS	28.5/39
4.	60 Minutes	CBS	27.3/39
5.	Cheers	NBC	26.9/40
6.	Golden Girls	NBC	26.5/43
7.	Moonlighting	ABC	24.6/37
8.	Family Ties Special	NBC	24.5/35
9.	Night Court	NBC	24.3/36
10.	NBC Monday Night Movies	NBC	24.1/36
11.	Growing Pains	ABC	22.2/33
12.	Who's the Boss	ABC	21.7/33
13.	Dallas	CBS	21.5/34
13.	ALF	NBC	21.5/31
16.	227	NBC	20.3/33
16.	Knots Landing	CBS	20.0/34
17.	CBS Sunday Movie	CBS	19.6/32
18.	Amen	NBC	19.5/33
19.	NBC Sunday Night Movie	NBC	18.9/29
20.	Miami Vice	NBC	18.6/29
21.	Falcon Crest	CBS	18.1/31
22.	Magnum P.I.	CBS	18.0/27

Rank □ Show □ Network □ Rating/Share

23.	Facts of Life	NBC	17.9/30
24.	NFL Monday Night Football	ABC	17.7/31
25.	Newhart	CBS	17.0/24
25.	Matlock	NBC	17.0/25
27.	Hunter	NBC	16.9/30
28.	Simon & Simon	CBS	16.6/25
29.	Equalizer	CBS	16.0/26
30.	L.A. Law	NBC	15.9/27
31.	Disney Sunday Movie	ABC	15.8/23
31.	CBS Tuesday Movie	CBS	15.8/26
33.	Scarecrow & Mrs. King	CBS	15.7/26
34.	Dynasty	ABC	15.6/24
35.	Jack & Mike	ABC	15.3/27
36.	Fresno, pt. 2	CBS	15.2/22
37.	Easy Street	NBC	15.1/21
38.	Designing Women	CBS	15.0/22
39.	Hotel	ABC	14.7/26
40.	MacGyver	ABC	14.6/22
41.	Highway to Heaven	NBC	14.5/22
42.	Webster	ABC	14.3/24
43.	Cagney & Lacey	CBS	14.2/23
44.	ABC Sunday Night Movie	ABC	13.7/21

Rank □ Show □ Network □ Rating/Share

44.	Our House	NBC	13.7/21
46.	Valerie	NBC	13.6/19
47.	Head of the Class	ABC	13.5/21
48.	Mr. Belvedere	ABC	13.2/21
49.	St. Elsewhere	NBC	12.9/24
50.	Fresno, pt. 3	CBS	12.8/19
61.	Fresno, pt. 5	CBS	12.7/18
52.	Fresno, pt. 4	CBS	12.5/24
52.	Gimme a Break	CBS	12.5/20
52.	Amazing Stories Special	NBC	12.5/20
55.	NFL Football Special	ABC	12.1/19
55.	Fast Copy	NBC	12.1/20
57.	A Team Special	NBC	11.2/17
58.	CBS Saturday Movie	CBS	10.8/18
59.	Love Boat Special	ABC	9.8/16
60.	1986	NBC	9.6/17
61.	Sidekicks	ABC	9.3/16
61.	Sledge Hammer!	ABC	9.3/16
63.	Spenser: For Hire	ABC	7.8/14
64.	Heart of the City	ABC	6.4/10

*Indicates premiere episode

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der the guidance of division Chairman Henry A. Gillespie, who has headed the company since it was formed in 1981. The sales staff in the restructured TPS has been increased from five to nine. TPS will have sales offices in New York, Los Angeles, Chicago, in addition to its Atlanta headquarters. John Walden is vice president/marketing, and Robert Schuessler is vice president/CNN Television and Special Projects. □

Schaen to run Hubbard-led USTV operation

First offerings from syndication company, whose principals cut across Fifth Estate, will be sports shows

USTV, a new syndication company financed through a limited partnership of Hubbard Broadcasting, Petry Television, cable system owner Burt Harris, Frank Magid & Associates and others in the television industry ("Closed Circuit," Jan. 27), has staffed up and begun selling two sports shows. USTV will be led by Lionel L. Schaen, former president of syndication for Harmony Gold. Its first two properties will be *Championship Boxing from Caesar's World*, a series of monthly fights from Las Vegas put together by Bob Arum's Top Rank Productions, and *PGA Preview*, 18 half-hours meant for play before golf tournaments.

USTV is an outgrowth of Hubbard Broadcasting's purchase of two transponders on RCA Americom's K-2 Ku-band satellite. One of those transponders is being used for Hubbard's Conus newsgathering service, the other for USTV. So far more than 700 television stations have accepted RCA Americom's offer of a free earth station aimed at K-2.

Stanley S. Hubbard, president and chief executive of Hubbard Broadcasting, the managing partner in USTV, said the company's mission in syndication will be to reduce the risk to television stations in buying programming by inviting broadcasters to come in as equity partners in developing a property. Sales contracts, he said, "will be written based on performance." Part of the risk of selling a show will be reduced, he said, by alleviating the "Herculean effort" involved in

MTV taps Booth. MTV marketing veteran Mark W. Booth will head the network's new European 24-hour rock video service, it was announced in London last Tuesday, Nov. 25.

The satellite channel, to be launched next spring and offered to European cable systems, is a joint venture among MTV, British publisher Robert Maxwell's Mirror Group Newspapers (MGN) and telecommunications giant British Telecom (BROADCASTING, Nov. 24).

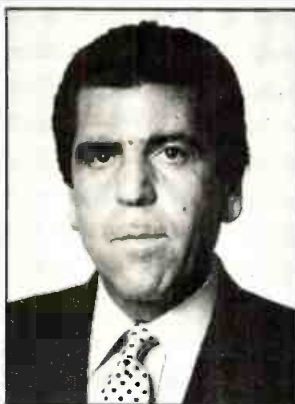
Booth, formerly MTV Networks vice president of affiliate sales and marketing, told BROADCASTING last week from London he was confident the network's "unique" approach to music programming would allow it to succeed as a full-time satellite music channel as other European competitors had not.

"The cable business is getting ready to explode" in Europe, Booth said, and initial advertiser response to the proposed service has been "fantastic." The London-based satellite channel will be strongly oriented toward European audiences, with a preponderance of European music videos, he said. He added that MTV did not expect to have in Europe the exclusive video rights it has to some material on the U.S. network.

Although the venture's other officers have not yet been named, also expected to guide the partnership will be MGN Deputy Chairman Bryan Cowgill, formerly with U.K.'s commercial Thames Television, and British Telecom's Colin Brown, director of corporate affairs.



Schaen



Gold



Greenberg

getting a show to a station through existing services. The group deals that USTV will make on a program, Hubbard said, will involve "as many as 10 or 15 partners."

"People have made bad buys. They've paid too much for programming that doesn't work," Hubbard said. He said USTV programming will pull programming if the ratings do not warrant continuing production.

Schaen said that one of the company's strengths will be its sensitivity to broadcasters, and their experience with syndicated programming. Hubbard Broadcasting is the owner of six television stations, and Schaen was formerly vice president and general manager of KHJ-TV Los Angeles. Rather than looking to fill spots in schedules, said Schaen, USTV will attempt to build platforms by which owners can participate in the

program offerings.

USTV plans to expand beyond its first two sports shows with a "wide variety" of offerings. Although the company will not have booths at either NATPE or INTV, it will have a presence at each convention, according to Schaen.

USTV's first two offerings will be sold on a cash basis. Barter sales will also be made possible through a media sales arm that will be set up through Petry. Sales offices will be located in New York, Minneapolis and Los Angeles, where Schaen will be based. Richard S. Gold, president and owner of Casa Blanca Enterprises, and formerly a director with Golden West Television, will be executive vice president. Jerome Greenberg, formerly of 20th Century Fox, will be vice president, creative affairs and programming. □

New 'Morning.' CBS's new early morning program now has an official title—*The Morning Program*. It will be broadcast Monday-Friday at 7:30-9 a.m. beginning Jan. 12, and will be preceded by 90 minutes of news each morning, under the banner, *CBS Morning News*. David Corvo will serve as executive producer of *Morning News*, while Bob Shanks serves as executive producer of *Morning Program*. The latter falls under the auspices of the network's entertainment division. As reported, Faith Daniels and Forrest Sawyer will co-anchor *Morning News*, and Rolland Smith and Mariette Hartley will co-anchor *Morning Program*. In addition, *Morning Program* will feature "sidekick" comedian Bob Saget, and weatherman Mark McEwen, the former morning man at WNEW-FM New York. CBS said there will be cutaways for local news inserts in the new program, with details to follow. Pictured at right are Smith, Thomas Leahy, CBS/Broadcast Group executive vice president, and Hartley.



SELTEL WINS THE HEART OF AMERICA

Seltel is proud to announce our appointment as national sales representative for station KOAM-TV, Channel 7, the CBS affiliate in Pittsburg/Joplin.

☐ We're also proud of the way we won them: it was our performance, pure and simple.

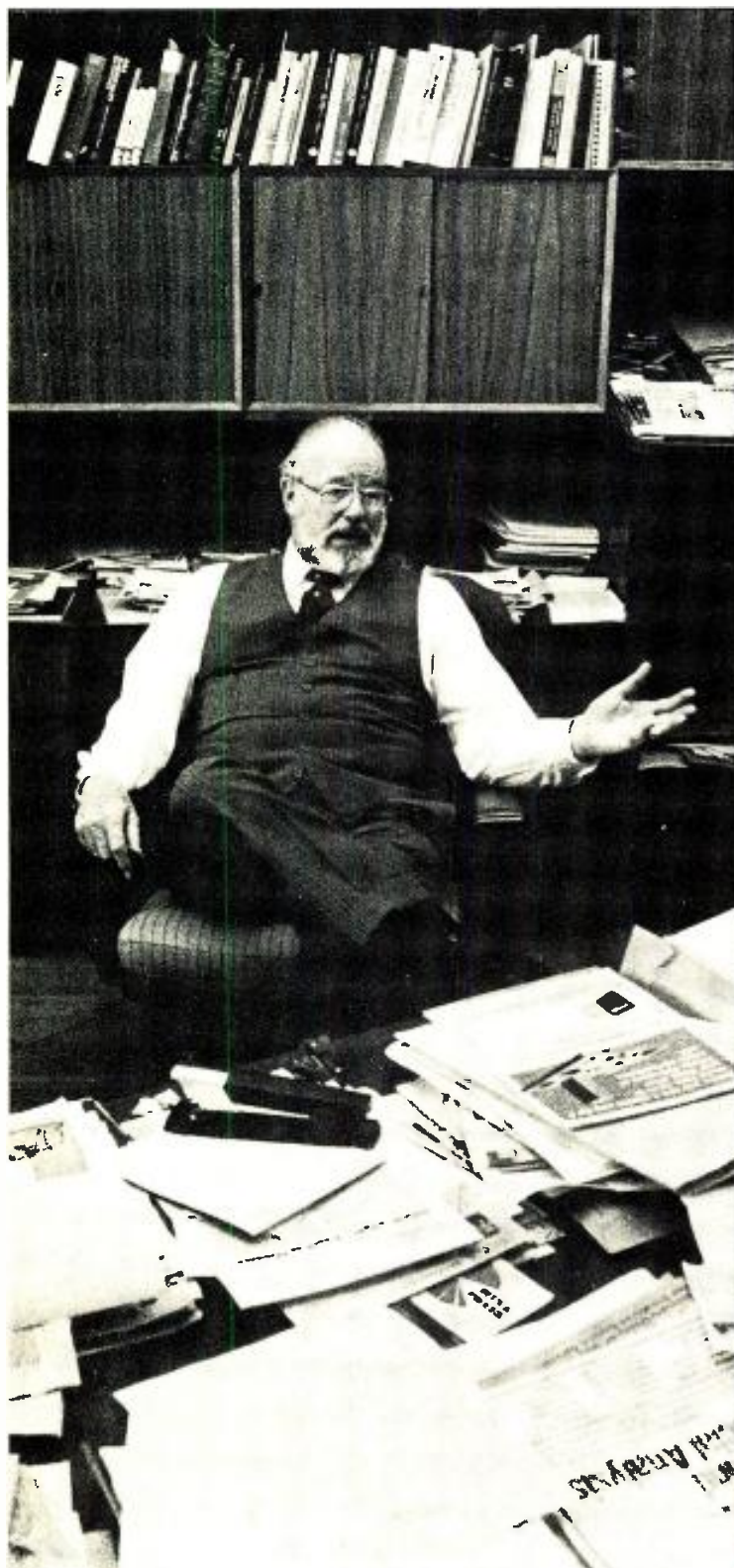


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SELTEL

PERFORMANCE IS THE BOTTOM LINE.

CHARLES E. SCRIPPS AWARD DEDICATED TO LITERACY



Winning the war on illiteracy requires campaigns on many fronts. To further emphasize its commitment to literacy, the Scripps Howard Foundation is establishing a new category in its national journalism awards program.

The award is named for Scripps Howard Chairman Charles E. Scripps, a longtime advocate of programs to combat illiteracy. The award will recognize the newspaper or broadcast station that in 1986 has performed the most outstanding public service to encourage and support community literacy programs.

The winner will receive \$2,500 and a bronze plaque. In addition, the Scripps Howard Foundation will make a \$5,000 grant to a project or program designated by the winner.

No one has joined the war on illiteracy for the sake of an award. But we think victors deserve recognition.

To enter, send for an entry blank and fact sheet from the Scripps Howard Foundation, P.O. Box 5380, Cincinnati, OH 45201. Entry deadline is Jan. 15, 1987.



**SCRIPPS HOWARD
FOUNDATION**

LITERACY WE OPEN DOORS TO A WIDER WORLD

SCRIPPS HOWARD FOUNDATION NATIONAL JOURNALISM AWARDS

Public Service/1986 *The Jack R. Howard Broadcast Awards*

These awards honor Jack R. Howard, whose leadership in radio, television, and newspapers has set high standards of service to the public. Any program, series of programs, or series of announcements designed to promote the public good either directly or indirectly is eligible. Judges look for importance, relevance, courage, and localism.

What are the categories?

- Large market Television (1-50).
- Small market Television (51 and over).
- Large market Radio (1-50).
- Small market Radio (51 and over).

What are the prizes?

- \$2,000 and bronze plaque to the winner in each category.

Deadline

- Entries must be received by January 16, 1987.

Who may enter?

- Any single radio or television station, or any commonly owned group of radio or television stations, in the United States.
- No network may compete.

What are the easy rules?

- No entry fee required . . . No narrative statement required.
- Explanations, endorsements, or descriptions of results may accompany an entry, but are not required.

- Television entries must be submitted on ¾" videotape cassette only.
- Radio entries must be submitted on audio cassette only.
- Any format or length is acceptable.
- Entries must have been broadcast during calendar 1986.

AUTHORIZATION FORM	
(Please enclose separate authorization for each entry)	
Title of entry: _____	
Station or group: _____	
_____ Large Market (1-50)	_____ Small Market (51 and over)
Address: _____	

Phone: _____	
Person submitting entry: _____	
PHYSICAL MATERIALS ENCLOSED	
_____ video cassettes for television (no.)	_____ audio cassettes for radio (no.)
(Tape will be returned only if requested)	
I authorize submission of the accompanying material for the Jack R. Howard Awards.	
_____ (signature of manager or officer)	
Send to: Jack R. Howard Awards c/o KJRH-TV 3701 South Peoria, Tulsa, OK 74105	



SCRIPPS HOWARD
FOUNDATION

Stock Index

Closing Tue Nov 25 Closing Wed Nov 19 Net Change Percent Change P/E Ratio (000,000) Market Capitalization

BROADCASTING

N (CCB) Capital Cities/ABC	274	1/4	273		1	1/4	.45	27	4,411
N (CBS) CBS	135	1/4	132		3	1/4	2.46	25	3,171
O (CLCH) Clear Channel	12	1/2	12	1/4		1/4	2.04	18	36
O (INFTA) Infinity Broadcasting	13	1/4	12	3/4		1/2	3.92	69	138
O (JCOR) Jacor Commun.	6	3/4	6	3/4					38
O (LINB) LIN.	53	1/8	49	7/8	3	1/4	6.51	40	1,406
O (MALR) Malrite	11		10	3/4		1/4	2.32	13	91
O (MALRA) Malrite 'A'	9	3/4	9	3/4				13	41
A (PR) Price Commun.	10	5/8	10	1/2		1/8	1.19		104
O (SCRIP) Scripps Howard	79		80		- 1		- 1.25	28	815
O (SUNN) SunGroup Inc.	3		3					30	4
N (TFB) Taft	119		108		11		10.18	97	1,079
O (TVXG) TVX Broadcast	10	1/2	10	1/2				43	61
O (UTVI) United Television	30	1/2	33	1/8	- 2	5/8	- 7.92	28	334

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	51	1/2	49	1/2	2	4.04	26	592
A (AAR) Adams Russell . . .	20	1/2	20	3/8	1/8	.61	16	127
A (AFP) Affiliated Pubs . . .	69	1/2	62		7 1/2	12.09	36	1,226
O (ASTV) Amer. Comm. & TV		1/8		1/8				9
N (AFL) American Family . .	26	3/4	25	3/4	1	3.88	17	1,069
O (ACCMA) Assoc. Commun.	23	5/8	24	1/4	- 5/8	- 2.57		225
O (BMAC) Bus. Men's Assur.	26	1/4	26		1/4	.96	15	277
N (CCN) Chris-Craft	22	3/8	22	1/4	1/8	.56	9	146
N (DNB) Dun & Bradstreet . .	107	3/4	103	3/4	4	3.85	26	8,190
O (DUCO) Durham Corp.. . . .	41		41	1/2	- 1/2	- 1.20	11	233
N (GCI) Gannett Co.	75		70	1/2	4 1/2	6.38	23	6,021
N (GY) GenCorp	78	3/4	79		- 1/4	- 0.31	18	1,759
N (GCN) General Cinema . . .	47	1/8	42	1/4	4 7/8	11.53	19	1,715
O (GCOM) Gray Commun. . . .	194		191		3	1.57	33	96
N (JP) Jefferson-Pilot	33	3/4	33		3/4	2.27	11	1,411
N (BJ) John Blair	14	5/8	14	3/4	- 1/8	- 0.84		118
O (JSON) Josephson Intl. . . .	11	1/4	10	7/8	3/8	3.44		53
N (KRI) Knight-Ridder	48	1/2	46	7/8	1 5/8	3.46	21	2,723
N (LEE) Lee Enterprises	23	3/8	23	5/8	- 1/4	- 1.05	19	592
N (LC) Liberty	37		37	1/2	- 1/2	- 1.33	15	373
N (MHP) McGraw-Hill	60		57	1/4	2 3/4	4.80	20	3,024
A (MEGA) Media General	88	3/4	88		3/4	.85	19	624
N (MDP) Meredith Corp.	66	1/2	65	1/2	1	1.52	13	630
O (MMEDC) Multimedia	43	3/4	44		- 1/4	- 0.56	-397	480
A (NYTA) New York Times	37		35		2	5.71	25	2,993
O (PARC) Park Commun.	28	5/8	29		- 3/8	- 1.29	27	395
N (ROC) Rollins Commun.. . . .	41	1/4	41	1/4			45	602
T (SKHQ) Selkirk	20		19	1/2	1/2	2.56	43	162
O (STAUF) Stauffer Commun. . .	135		140		- 5	- 3.57	22	135
A (TO) Tech/Ops Inc.	29	7/8	30		- 1/8	- 0.41	5	65
N (TMC) Times Mirror	65	1/2	61		4 1/2	7.37	19	4,222
O (TMCI) TM Communications	2	1/4	2	1/8	1/8	5.88	225	17
O (TPCC) TPC Commun.. . . .		7/16		5/16	1/8	40.00		4
N (TRB) Tribune	60	3/4	58	3/4	2	3.40	19	2,466
A (TBS) Turner Bcstg.	13	1/8	14	1/4	- 1 1/8	- 7.89	29	285
A (WPOB) Washington Post . . .	142		146		- 4	- 2.73	18	1,845

PROGRAMING

O (ALLT) All American TV	4	1/2	4	3/4	-	1/4	-	5.26	5
O (AMNT) American Nat. Ent	1	7/16	1	5/16		1/8		9.52	7
O (BRRS) Barris Indus	14		13	1/2		1/2		3.70	23
O (BFTV) Birdfinder Corp.		1/2		1/2					-2
O (CMCO) C.O.M.B..	19		18	1/2		1/2		2.70	32
N (KO) Coca-Cola.	35	5/8	35	3/8		1/4		70	18
O (CLST) Color Systems.	16	1/4	14	3/4		1	1/2	10.16	
A (DEG) De Laurentiis Ent.	10	3/4	11	1/4	-	1/2	-	4.44	
N (DIS) Disney	43	7/8	40	5/8		3	1/4	8.00	30
N (DJ) Dow Jones & Co.. . . .	40	3/8	38			2	3/8	6.25	28
O (FNNT) Financial News.	10	3/8	10	5/8	-	1/4	-	2.35	172
A (FE) Fries Entertain.	5		4	7/8		1/8		2.56	9
N (GW) Gulf + Western	66	1/8	64			2	1/8	3.32	19
O (HRSI) Hal Roach	10	1/2	10	3/4	-	1/4	-	2.32	
A (HHH) Heritage Entertain. . . .	8	5/8	8	5/8					9
A (HSN) Home Shopping Net. . . .	40	3/8	38	1/8		2	1/4	5.90	91
N (KWP) King World	15	3/8	16			-	5/8	-	3.90
O (LAUR) Laurel Entertainment . .	4	7/8	4	5/8		1/4		5.40	18
A (LT) Lorimar-Telepictures . . .	18	1/2	19	1/8	-	5/8	-	3.26	18
N (MCA) MCA	41	3/4	39	3/4		2		5.03	19
N (MGM) MGM/UA Commun.	9	1/4	9	1/8		1/8		1.36	
A (NWP) New World Pictures	13	1/2	12	3/4		3/4		5.88	25
N (OPC) Orion Pictures	13	5/8	13			5/8		4.80	
O (MOVE) Peregrine Entertain. . .	10		9	1/2		1/2		5.26	
N (PLA) Playboy Ent.. . . .	9	1/4	9	1/8		1/8		1.36	
O (QVCN) QVC Network	23		24		-	1	-	4.16	

Closing Tue Nov 25 Closing Wed Nov 19 Net Change Percent Change P/E Ratio (000,000) Market Capitalization

PROGRAMING

O (RVCC) Reeves Commun.	8		7	5/8		3/8	4.91		99
O (RPICA) Republic Pictures 'A'	9	7/8	10	1/2	-	5/8	- 5.95	70	28
O (RPICB) Republic Pic. 'B'	11		11					78	8
A (RHI) Robert Haiml	3	1/4	3	1/4				29	61
O (SMNI) Sat. Music Net.	5	7/8	4	3/8	1	1/2	34.28		39
N (WCI) Warner	21	7/8	21	7/8				14	2,699
O (WWTW) Western World TV	2	1/8	1	3/4		3/8	21.42	13	2
O (WONE) Westwood One	27	3/4	26		1	3/4	6.73	43	226

SERVICE

O (BSIM) Burnup & Sims . . .	3	3/4	3	5/8		1/8	3.44	-6	59
O (CVSI) Compact Video . . .	5		5					50	29
N (CQ) Comsat	29	3/8	28	3/4		5/8	2.17		532
O (OMCM) Doyle Dane B. . . .	20	1/2	20	3/8		1/8	.61	18	117
N (FCB) Foote Cone & B. . . .	44		45	1/4	- 1	1/4	- 2.76	10	167
O (GREY) Grey Advertising . . .	89		93		- 4		- 4.30	12	107
N (IPG) Interpublic Group . . .	27	1/4	25	5/8		1/8	6.34	16	594
N (JWT) JWT Group	27	5/8	25	3/4	1	7/8	7.28	12	250
A (MOV) Movielab	5	1/4	5	1/4					8
O (OGIL) Ogilvy Group	26	1/4	24	3/4	1	1/2	6.06	12	359
O (SACHY) Saatchi & Saatchi . .	28	3/8	26	7/8	1	1/2	5.58	13	1,467
O (TLMTB) Telemation	4	1/2	4	1/2				18	20
A (TPO) TEMPO Enterprises . . .	11	3/8	11	3/8				29	65
A (UNV) Unitel Video	8	7/8	8	7/8					19

CABLE

A (ATN) Acton Corp.	1	5/8	1	1/2		1/8	8.33	-1	9
A (CVC) Cablevision Sys. 'A'	20	1/8	20			1/8	.62	-6	422
O (CRDF) Cardiff Commun.	1	7/8	2	1/8	-	1/4	- 11.76	5	3
N (CNT) Centel Corp.	57	1/4	57			1/4	.43	12	1,583
O (CCCOA) Century Commun.	16	1/2	15	3/4		3/4	4.76	330	319
O (CMCSA) Comcast	27		25	1/8	1	7/8	7.46	36	575
N (HCL) Heritage Commun.	22	1/8	21	5/8		1/2	2.31	81	495
O (JOIN) Jones Intercable	12		11	3/8		5/8	5.49	29	156
T (MHPQ) Maclean Hunter 'X'	17	1/2	17	1/2				24	644
O (RCCAA) Rogers Cable Am.	12	7/8	12	3/4		1/8	.98		66
T (RCINZ) Rogers Cable	14	3/4	15	1/4	-	1/2	- 3.27		346
O (TCAT) TCA Cable TV	18		17	3/4		1/4	1.40	31	194
O (TCOMA) Tele-Commun.	24	1/4	22	3/4	1	1/2	6.59	186	2,330
N (TL) Time Inc.	71	3/4	69	1/2	2	1/4	3.23	22	4,503
O (UACIA) United Art. Commun.	15	7/8	15	3/4		1/8	.79	75	651
N (UCT) United Cable TV	27		26	1/2		1/2	1.88	67	657
N (VIA) Viacom	38		38	1/4	-	1/4	- 0.65	36	1,301
N (WU) Western Union	4	3/8	4	3/8					106

ELECTRONICS/MANUFACTURING

N (MMM) 3M.	113		106	1/2		6 1/2	6.10	18	12,999
N (ALD) Allied-Signal.	41	1/4	39	5/8		1 5/8	4.10	-9	7,273
O (AMTV) AM Cable TV.	1	3/4	1	7/8	-	1/8	- 6.66	-1	6
N (ANX) Anixter Brothers	13	5/8	10	5/8		3	28.23	24	495
N (ARV) Arvin Industries.	28	5/8	28	3/8		1/4	.88	12	462
O (CCBL) C-Cor Electronics.	7	1/4	7			1/4	3.57	-4	21
O (CATV) Cable TV Indus.	1	7/8	2		-	1/8	- 6.25	-9	5
A (CEC) Cetec	5	5/8	5	5/8				-9	11
A (CHY) Chyron.	4	1/2	4	3/8		1/8	2.85	21	45
A (CXC) CMX Corp..	1	1/8	1	1/4	-	1/8	- 10.00		5
A (COH) Cohu.	7	1/8	7	5/8	-	1/2	- 6.55	14	12
N (CAX) Conrac.	13	3/8	13	1/8		1/4	1.90	12	88
N (EK) Eastman Kodak.	68	5/8	65	1/8		3 1/2	5.37	58	15,502
O (ECIN) Elec Mis & Comm.. . . .	1	7/8	2		-	1/8	- 6.25		7
N (GRL) Gen. Instrument	17	3/4	16	1/4		1 1/2	9.23		575
N (GE) General Electric	83	3/4	75	3/4		8	10.56	16	38,187
O (GETE) Geotek Inc.	1	5/8	1	5/8				6	5
N (HRS) Harris Corp..	30	1/2	31	1/4	-	3/4	- 2.40	20	1,227
N (MAI) M/A Com. Inc.	12	7/8	12	1/8		3/4	6.18		560
O (MCDY) Microdyne	4		315/16			1/16	1.58	36	18
N (MOT) Motorola.	38	3/8	36	1/8		2 1/4	6.22	45	4,901
N (NPH) N.A. Phillips	39	1/8	39	1/8				16	1,132
N (OAK) Oak Industries		7/8		7/8					29
A (PPI) Pico Products	2		1	3/4		1/4	14.28		3
N (SFA) Sci-Atlanta.	10	1/8	9	1/4		7/8	9.45	17	235
N (SNE) Sony Corp.	22	3/8	20	3/4		1 5/8	7.83	13	5,175
N (TEK) Tektronix.	67	3/4	63	7/8		3 7/8	6.06	22	1,320
N (VAR) Varian Assoc.	24	1/2	24	3/4	-	1/4	- 1.01	35	525
N (WX) Westinghouse	59	1/2	56	7/8		2 5/8	4.61	16	9,140
N (ZE) Zenith	21		20	1/8		7/8	4.34		485
Standard & Poor's 400	276.32		264.53				11.7		4,400

Sign The Declaration Of Independents

Affiliation Agreement

When in the course of events it becomes imperative to dissolve the traditional line of revenue in search of a continuous new source of guaranteed income. To do away with old bonds of rising costs and find a better place as an independent station among our peers.

Contact Jim Bocock
V. P. of Affiliate Relations
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Home Shopping Network
1-813-530-9455



PILOT WEEK • JAN. 5, 1987

KCBS/L.A., WBBM/Chi., WCAU/Phil., WFAA/Dal., WSB/Atl., WPLG/Miami,
WCPO/Cinn., WITI/Mil., KMOV/St. L., WCPX/Orlando... and more!

THE BOSS OF THE JEFFERSONS IS IN CHARGE AGAIN.



This is the syndicated strip you've been waiting for. Without the wait. 100 brand new episodes from De Laurentiis Entertainment Group will be available September of '87.

Isabel's back! And is she busy.

She's got Jolie, a sixteen-year old niece; Rooster, a teenage terror to protect Jolie from; a cop/boyfriend, Grady, and an ex, Ray, to keep apart; a run-down hotel to save; a staff of semi-competents; and a stream of hilarious guest stars.

After moving on up, Isabel's moving out West. And The Honeymoon Hotel will never be the same.

So take out a contract with the biggest hit squad in TV... Fred Silverman, Gordon Farr and Isabel Sanford.

While you're waiting for The Cosby Show, check into The Honeymoon Hotel. This is one honeymoon that couldn't wait five years.

access
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International Distribution Contact:
DE LAURENTIIS
ENTERTAINMENT GROUP
8670 Wilshire Blvd.
Los Angeles, CA 90211
(213) 854-7901
Telex: 6831835-DEG I


DEG

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**THE
JOHN BAYLISS
BROADCAST FOUNDATION**

THANK YOU RADIO INDUSTRY

for your devotion to the development of new talent in radio
through your contributions to THE JOHN BAYLISS BROADCAST FOUNDATION.
We particularly give heartfelt thanks to the 280 radio and financial community executives
who attended the FIRST BAYLISS MEDIA ROAST in New York City on October 29, 1986.

The uproarious treatment of roastee Paul Kagan at that event
was an auspicious start for the growth of the Bayliss Scholarship Program.

We look forward to seeing you in black tie next year
at the SECOND BAYLISS MEDIA ROAST, October 28, 1987,
at the Plaza Hotel in New York City.

Sincerely,

The Directors of The John Bayliss Broadcast Foundation

Alice Bayliss, <i>Bayliss Broadcasting</i>	Jim Bayliss, <i>Santa Barbara, CA</i>	Barry Dickstein, <i>Hartstone & Dickstein</i>	Joe Hagerman, <i>Santa Maria, CA</i>
Joe Bayliss, <i>Bayliss Broadcasting</i>	Ed Christian, <i>Saga Communications, Inc.</i>	Jim Duncan, <i>Duncan Media Enterprises</i>	Jason Shrinsky, Esq. <i>Shrinsky, Weitzman & Eisen</i>
John Bayliss, Jr. <i>Manteo, NC</i>	Jim DeCaro, <i>WEAZ/FM Radio, Inc.</i>	Harvey Grace, <i>Grace Broadcasting</i>	

We also wish to thank the following distinguished roasters:

Sharon Armbrust, <i>Paul Kagan Associates, Inc.</i>	Harvey Grace, <i>Grace Broadcasting</i>	Terry Jacobs, <i>Jacor Communications, Inc.</i>	Norman Wain, <i>Metroplex Communications</i>
David Croll, <i>T A Associates</i>	Jim Greenwald, <i>Katz Communications</i>	Paul Rothfuss, <i>Keymarket Consultants</i>	Robert Williams, <i>Williams Broadcasting</i>
Barry Dickstein, <i>Hartstone & Dickstein</i>	Ted Hepburn, <i>The Ted Hepburn Company</i>	Jason Shrinsky, Esq. <i>Shrinsky, Weitzman & Eisen</i>	

The John Bayliss Broadcast Foundation is a non-profit corporation
that provides scholarships to college students embarking on a career in radio broadcasting.

For further information please write to Kit Hunter Franke, Administrator,

The John Bayliss Broadcast Foundation,
P.O. Box 221070, Carmel, CA 93922.



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TRIANGLE PUBLICATIONS, INC.



more well-known basic services. The reason is our exclusive urban contemporary format. A rich mix of crossover programming designed for the growing number of black subscribers, but with demonstrated appeal to non-blacks as well.

In addition to the hottest urban contemporary music, BET's unique format also includes action-packed black college sports, star-powered entertainment specials, top-notch off-network series, and the only regularly scheduled national black news and public affairs programming.

Add to this audience appeal, your advertising revenue potential and the significant community relations value, and you'll see why major MSOs nationwide are betting on Black Entertainment Television.

With BET you can complete the picture of American television right in your own system. Don Anderson's got all the facts you need to do it. Bet you ought to call him at 212-512-8118.

BET you know only half the story.

We bet you know about Black Entertainment Television's enormous success with America's heaviest television viewers: the important black audience. By consistently delivering this key group, BET helps cable operators complete the picture of American television.

But we'll bet you didn't know that Black Entertainment Television reaches beyond its target audience to deliver greater prime-time viewership than many of the

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We're Coming on for You

THERE'S NO BUSINESS LIKE SHOW BUSINESS TO SHEARSON LEHMAN BROTHERS.

For dollars raised, mergers made and properties acquired or divested, no other investment banking firm can match our record for 1986 in communications and entertainment.

That's because no other firm can match Shearson Lehman Brothers' specific industry experience in Cable, Broadcasting, Newspapers or Entertainment.

Working with our top people in Mergers & Acquisitions, Equity and Debt Financing, our Media Communications Group brings a thorough understanding of the dynamics of each business to every transaction.

What's more, we back our people with \$2.5 billion in capital and unmatched distribution strength so they can act decisively under even the most volatile circumstances.

If you'd like to do business with an investment banker who understands more than just investment banking, call Fred Seegal or Jill Greenthal at 212-298-2385.

You'll see why we make it our business to know yours.

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LEHMAN
BROTHERS**

An American Express company



CABLE

Westinghouse Electric Corporation

has sold

Group W Cable, Inc.

to

a joint venture formed by

American Television and Communications Corporation, Tele-Communications, Inc., Comcast Corporation, Daniels & Associates, Inc. and Century Southwest Cable Television, Inc.

We acted as financial advisor to Westinghouse Electric Corporation in this transaction

Dow Jones & Company, Inc.

has sold a portion of its interest in
Continental Cablevision, Inc.

to

Continental Cablevision, Inc.

We acted as financial advisor to Dow Jones & Company, Inc. and assisted in the negotiations leading to this transaction

20,000,000 Shares

ATE

American Television and Communications Corporation

Class A Common Stock

Price \$18.50 per Share

American Express Company

has sold its 50% interest in

Warner Amex Cable Communications Inc.

to

Warner Communications Inc.

We acted as financial advisor to American Express Company in this transaction

3,850,000 Shares

Century Communications Corp.

Class A Common Stock

Price \$12.50 per Share

THE INVESTMENT BANKERS OF SHEARSON LEHMAN BROTHERS

Heritage Communications, Inc.

has acquired

Rollins Communications, Inc.

We initiated this transaction and acted as financial advisor to Heritage Communications, Inc.



\$63,793,250

American Entertainment Partners L.P.

Depository Units
of Limited Partnership Interests

Malrite Communications Group, Inc.

has acquired
KSRR-FM
(Houston, Texas)
and

KLAC-AM and KZLA-FM
(Los Angeles, California)
from

Capital Cities/ABC, Inc.

We acted as financial advisor to Malrite Communications Group, Inc. and assisted in the negotiations leading to these transactions.

BROADCASTING



5,625,000 Shares

Heritage Communications, Inc.

Common Stock

Price \$24.875 per Share



1,000,000 Shares

Malrite Communications Group, Inc.

Class A Stock

Price \$14.50 per Share

\$74,000,000

United Broadcasting Corporation

Senior Secured Notes Due 1996
Subordinated Secured Notes Due 1996

We arranged the private placement of these securities with institutional investors.



\$200,000,000

Heritage Communications, Inc.

\$100,000,000

11½% Notes Due July 15, 1997

\$100,000,000

11¼% Subordinated Debentures
Due July 15, 2001

Gannett Co., Inc.

has sold

WALA-TV (Mobile, Alabama) KOLD-TV (Tucson, Arizona)

KTVY, Inc. (Oklahoma City, Oklahoma)

to

Knight-Ridder Newspapers, Inc.

We acted as financial advisor to Gannett Co., Inc. and assisted in the negotiations leading to this transaction.

Gannett Co., Inc.

has acquired

The Evening News Association

We acted as financial advisor to Gannett Co., Inc. and assisted in the negotiations leading to this transaction.

ENTERTAINMENT

Lorimar-Telepictures Corporation

has been formed by the merger of

Telepictures Corporation

and

Lorimar, Inc.

We acted as financial advisor to Telepictures Corporation in this transaction.

3,325,000 Shares



Infinity Broadcasting Corporation

Class A Common Stock

Price \$12.50 per Share

The Daily Press, Incorporated

(Owner of the Daily Press, The Times-Herald, Hampton Roads Cablevision Company and Danville Cablevision Company)

has been acquired by

Tribune Company

We acted as financial advisor to The Daily Press, Incorporated and assisted in the negotiations leading to this transaction.



TRI-STAR PICTURES, INC.

\$65,000,000

7½ Convertible Subordinated
Debentures Due July 15, 2006



2,990,000 Shares

Common Stock

Price \$6.25 per Share

U.S. \$100,000,000



GANNETT

Notes Due March 12, 1996

RIDING GAIN

O N R A D I O

Ratings review

The National Association of Broadcasters' Radio Audience Measurement Task Force (RAMTF), during a meeting at NAB headquarters in Washington, appointed a technical subcommittee to further review ratings proposals from Audits & Surveys, New York; McNair Anderson, North Sydney, Australia, and Birch Radio, Coral Springs, Fla. The three firms were chosen in July to give presentations because, according to the NAB, they were the "most promising" among the 22 companies that responded to the task force's request early in the year for more ways to measure radio listening. (Arbitron's diary methodology continues to be the dominant service.)

The technical subcommittee of the RAMTF is composed of three broadcasters and three researchers. They are: Kenneth MacDonald Sr., chairman and CEO, MacDonald Broadcasting Corp., Saginaw, Mich.; Ed Giller, president and general manager, WFBG-AM-FM Altoona, Pa.; Ron Rogers, vice president and general manager, KVET(AM) Austin, Tex.; Nick Schiavone, vice president, radio research, NBC; David Kennedy, vice president and research, Susquehanna Broadcasting, York, Pa., and Dr. James Fletcher from the School of Journalism and Mass Communications, University of Georgia.

"Each of the task force members will do an in-depth analysis of the [three] reports, as will our appointed subcommittee," said MacDonald, RAMTF chairman. The proposals are being evaluated on several criteria including response rate, lack of reporting bias and cost.

The subcommittee will meet on Jan. 21 followed by a full meeting of the RAMTF on Jan. 27. The task force will then adopt a "final position," and make a recommendation to the NAB board during its meeting Feb. 2-6, in Laguna Niguel, Calif.

NAB reports that the RAMTF also asked the association's science and technology department to conduct tests on the feasibility of basing a radio audience measurement system on a technology that can "electronically detect station tuning on the basis of



Talknet festivities. NBC Radio's nightly call-in network, Talknet, celebrated its fifth anniversary with a party at Gallagher's restaurant in New York. On hand for the festivities were (l-r): Yube Levin, president, Excellence in Advertising; Randy Bongarten, president, NBC Radio; Talknet hosts Bernard Meltzer, Dr. Harvey Ruben, and Sally Jessy Raphael; Paul Wigand, senior vice president and director of network operations, Bozell, Jacobs, Kenyon & Eckhardt, New York; Stephen Soule, vice president/sales, NBC Radio Networks; and Talknet host Bruce Williams. The network claims a lineup of 283 stations, which, according to NBC, reach some 5.3 million adults, 12 plus, each week.

emissions [intermediate frequency signals] from individual radio receivers." Among the original responses to the request for proposals were three from research firms employing such electronic devices. "We want to encourage these high-tech firms whose work is still in the developmental stage," said MacDonald.

Kraft 'Countdown'

Public Interest Affiliates, a Chicago-based radio program supplier, will produce and syndicate a one-hour special on Super Bowl XXI, to be held Jan. 25 in Pasadena, Calif. The market-exclusive program, called *Super Bowl XXI—Countdown To Sunday*, is being sponsored solely by Kraft. Among its features will be a review of the AFC and NFC playoffs and a preview of the Super Bowl contest by a "panel" of sports writers.

The special, which has already been cleared on stations in some 100 markets including WABC(AM) New York, WMAQ(AM) Chicago, WIP(AM) Philadelphia and WBAF(AM) Fort Worth, will also incorporate three 10-second sponsorship identification an-

nouncements and six one-minute features voiced by the Kraft spokesperson team of Caroline Kritz, a food consultant and author, and Ronnie Bull, a former fullback for the Chicago Bears. The 60-second features will center on Kraft products and recipe ideas. Slated to host the Super Bowl program is Joe McConnell, the radio voice of the Minnesota Vikings.

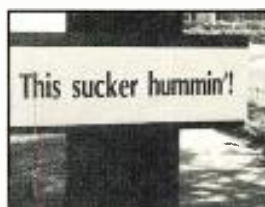
New host

Countdown USA Inc., Mill Valley, Calif., has signed West Coast radio personality Dave Sholin to host the company's four-hour, contemporary hit show, *Countdown USA*. Sholin replaces John Leader, who has decided to pursue his commercial voice-over career on a full-time basis. The weekly series is represented nationally by NBC Radio Entertainment.

Looking back

NBC Radio Entertainment plans to make its monthly, two-hour *Legends of Rock* into a weekly series beginning the week of Jan. 5. The program made its debut in April 1985.

The network syndication unit will also



Sign change. KOGO(AM)-KBBY(FM) Ventura, Calif., part-owner Jack Woods, and his wife, Mariyn, the stations' sales coordinator, have found a way to liven up the one-lane road that is the only access to the stations. The Woods have posted signs modeled after the roadside

verses made famous by the Burma Shave shaving soap company. The Woodses' signs change weekly, and are the brainchildren of both the Woodses and station staffers. The above example refers to the purchase of the stations in September from Forrest Broadcasting Co.



Docket 80-90 scramble? FM equipment replacement? Harris has got you covered.

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Choose the 20 kW, 25 kW, or new

35 kW PowerStar™ model or a combined transmitter for Harris reliability and the superior audio performance you want.

Second, Harris has a complete selection of the industry's best FM antennas—standard setting models like SkyGain™ and SignalStar™.

Third, the Harris professional

staff is ready to lend its expertise that will help to make your project a success.

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bring back its *Flashback* series during the week of Jan. 5. Designed for "classic" and "quality" rock stations, the weekly show will focus on the music and events of the late 1960's and early 1970's. In its original form in early 1984, the show was three hours long. The new *Flashback* series will be two hours. Hosting the program will be radio personality Bill St. James.

"As we move into 1987, most NBC Radio Entertainment offerings will be on a weekly basis in response to the current marketplace," said Andy Denmark, director of programming for The Source and NBC Radio Entertainment. "The shows will be easier for stations to schedule and promote." *Legends of Rock* is produced for NBC by Denny Somach Productions, and *Flashback* will be produced by Radio Today.



History lesson. Westwood One has donated 200 hours of radio programming to the Museum of Broadcasting in conjunction with the first anniversary of its purchase of Mutual. The programming represents "all major radio formats" and covers the history of Mutual and Westwood One (Westwood One Radio Networks). At the museum offices in New York, Art Kriemelman (l), Mutual co-president and corporate VP, Westwood One, presents some of the tapes to MOB President Dr. Robert Batscha.

Law & Regulation

FCC acts on free lunches, STV regulation

Commission establishes guidelines on accepting meals and refreshments, classifies STV as service not subject to broadcast statutes

In a move the FCC said was intended to "help [its] employees avoid engaging in any activity that could result in, or create the appearance of, impropriety or undue influence," the commission last week committed to paper its renunciation of its traditional practice of accepting free lunches and other gifts from licensees, lobbyists and others doing business at the agency (BROADCASTING, Aug. 4).

In other action at an open meeting last week, the FCC ruled that subscription TV services won't be subject to statutory broadcast regulation. It also voted to permit cable operators to use microwave spectrum previously reserved for broadcasters for a variety of fixed and mobile uses.

■ The commission provided an exception to its "no freebies" ruling for FCC personnel "to accept meals and other refreshments, not lavish in kind, offered at group functions given by regulatees or persons who can directly benefit from the FCC's regulatory activities." But the FCC's Office of General Counsel is supposed to determine in advance "that attendance is desirable to assist commissioners or staff employees in performing their official duties."

In a press release, the commission said its rules "still prohibit commissioners and staff from accepting meals or refreshments proffered in individual meetings with regulatees or other interested persons, unless an investigation or inspection tour continues through a mealtime or an employee is asked to speak at a breakfast, luncheon or dinner meeting." At a press conference, Jack Smith, FCC general counsel, said print reporters may

Ayer out of army. NW Ayer, the advertising agency for the \$85-million U.S. Army account for almost 20 years, was suspended last week by the Army which charged the agency with timecard mischarging; submission of "collusive, rigged and noncompetitive bids" for subcontracted work, and violation of antikickback laws. The Army charged these irregularities happened between 1979 and 1983.

The Army imputed to Ayer the misconduct of John Bidus, an agency vice president until earlier this year, who pleaded guilty to a violation of antikickback laws.

Ayer was granted 30 days by the Army to appeal the decision. A spokesperson at Ayer said the agency is going to protest the Army move "most vigorously." Ayer will continue to handle the account until the end of 1986 when the current pact expires. The selection of a new agency is expected to take place in mid-December.

A statement issued by Louis T. Hagopian, Ayer board chairman, protested what he called the "timing and unfairness" of the action. He pointed out that the allegations of bid rigging and mismanagement of time card records were known to the government for many years and Ayer was innocent. He added that Bidus confessed last spring that he had accepted kickbacks, but said that Ayer knew nothing of it and did not profit in any way from his illegal actions. An Army official said Ayer cannot submit a bid for the account while it is under suspension but may participate if the suspension is lifted.

In addition to Ayer, bids for the account have been submitted by a long list of agencies including BBDO New York; DFS-Dorland, New York; SSC&B, New York; Young & Rubicam, New York, and Ogilvy & Mather, Chicago.

still treat FCC personnel to free lunches, but that broadcast reporters and others "affiliated" with a licensee can't.

The FCC also set forth the standards that will be used to determine whether attendance at a group function (where, apparently, food and beverages would also be present) would be proper. "(1) The function must have some business nexus, such as providing for an informal exchange of views of problems affecting the industry; (2) the function must be a true group function, not just a small party for a few FCC officials; (3) the costs associated with the function must not be lavish [according to Smith, that means they probably shouldn't exceed \$35]; they must be consistent with nominal value limitations, and (4) attendance at the function must not result in, or create the appearance of, impropriety or undue influence." FCC personnel, event organizers and others may seek counsel from the Office of General Counsel on the propriety of such an event.

FCC personnel will also be permitted to accept gifts of "nominal" value (again according to Smith, mementoes probably

shouldn't exceed \$5 or \$10 in value) that are given for participating in programs, seminars or conferences, "if such remembrances are of the type usually given by the particular sponsoring entity."

FCC Commissioner James Quello concurred in the ruling, but he was clearly not overjoyed. He said he didn't believe any of the commissioners could be "bought" with a lunch or dinner. "If you can't eat their food and drink their booze and then vote against them, you have no business taking this job," said Quello, apparently only half in jest. Quello added that he would be available for lunches on a "Dutch treat" basis.

Chairman Mark Fowler, however, said he was "very comfortable" with the rules. "They're actually long overdue," Fowler said.

■ In other action, the FCC held that subscription television, subscription direct broadcast and other such services that aren't intended to be available to the public at large are "point-to-multipoint nonbroadcast" services that won't be subject to FCC broadcast regulation or statutory requirements such as

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- ★ The Nations # 1 TV Spokesperson! ★ Crazy Eddie's Own Fulfillment Center!
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CRAZY EDDIE GUARANTEES HIS CUSTOMERS!

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- ★ Live Operators To Receive Your Calls! ★ Toll Free 800 Customer Service Line!
- ★ Fast And Efficient Order Processing! ★ 30 Day Price Protection Policy!
- ★ Games, Prizes, Free Gifts And Fun!

**CRAZY
EDDIE**

BottomLine

Anixter annexation. Anixter Bros. Inc., major distributor of hardware to cable TV industry, said it had accepted \$510-million buyout bid from Itel Corp., company less than half its size. On Nov. 21, Itel began \$15-per-share tender offer, scheduled to expire Dec. 19, payment of which is conditioned upon receiving 51% of Anixter stock. Itel already has committed to it 19% of Anixter held by Alan Anixter, chairman of Chicago-based distributor, and other management and family members.

□

Cementing relationship. Still scheduled to close in mid-December is sale by Chuck Barris of two million shares from personal holdings in Barris Industries to Giant Group Ltd. Harleyville, S.C.-based cement company "and/or its designees." Giant is 25%-owned by Burt Sugarman, Beverly Hills-based investor who produced TV series, *The Midnight Special*, and recent movies "Children of a Lesser God" and "Crimes of the Heart." Ted Mayer, analyst for C.J. Lawrence, said that Sugarman would be able to put to work Barris Industries' growing cash balance, which Mayer estimated should grow to \$50 million by May of 1987. Upon completion of sale, at \$13 per share, Barris, who would continue to own 763,546 shares, would give up title of chairman and chief executive officer to Sugarman, but would continue as director and have five-year contract to be "show creator and producer," company said.

□

Florida hospitality. Harris Corp. said board approved distribution of stock purchase rights to shareholders as antitakeover measure. Melbourne, Fla.-based manufacturer said it was not currently aware of any outside effort to gain control of company.

□

Back to the future. Time Inc. said it would invest \$44 million for half-interest in magazine venture. Other half-partner is Dale Lang, owner of *Working Woman*, which will be included in venture along with several magazines to be acquired from McCall Publishing Co. Time also said it would end its investment participation in Covidea, 15-month-old videotex venture also involving AT&T and Chemical bank. Each of last two partners reportedly owns about 45% of venture, which has budget, it is estimated, of roughly \$150 million. Time spokesman said company would continue providing "information and marketing expertise."

□

New releases. Tri-Star said last week it would sell 2.5-million newly issued shares of stock, for \$30 million, to MacAndrews & Forbes Co., New York-based holding company, which also owns majority of syndicator, Four Star International. Financier Ronald Perelman, chairman of MacAndrew & Forbes, has reportedly agreed to vote 9% holding with Tri-Star board and to give film and television production company right of first refusal to purchase block. Company also last week filed for offering of 3.5-million units—each consisting of one common share and one stock purchase warrant.

□

Poor reviews. Problems of Cannon Group continued last week (see "Bottom Line," Nov. 17) as planned investment in Los Angeles-based film producer by Australian investor, Alan Bond, was withdrawn. Company said it is trying to arrange new financing, of \$200 million or more, through Drexel Burnham Lambert. At same time company's credit rating was under review by Moody's Investors Service and Standard & Poor's Corp., both with negative implications.

□

Murdoch in Boston. FCC has approved \$28-million sale of Christian Broadcasting Network's wxNE-TV Boston, ch. 25 independent, to Rupert Murdoch's Twentieth Holdings Corp. (BROADCASTING, Aug. 25). Approval was conditioned on Murdoch's sale of *The Boston Herald* within 18 months of transaction.

□

Shaker Heights OK. FCC has approved Malrite Communications Group's \$1.5-million acquisition of 51% of stock of WOIQ-TV (ch. 19) Shaker Heights, Ohio (Cleveland), from Diamond Broadcasting Inc. and Metroplex Communications. Malrite also owns WHK(AM)-WMMS(FM) Cleveland, and creation of new TV-radio combinations is generally prohibited under commission's one-to-market rule. FCC, however, approved acquisition under exception for combinations involving UHF's. Malrite got option to buy 51% of station's stock for \$1.5 million when it previously loaned station \$2 million.

□

New furniture. Temple University in Philadelphia has new professorial chair in telecommunications, courtesy of Bell of Pennsylvania. Bell's \$1-million endowment will allow Temple's School of Communications and Theater to begin offering graduate studies in September 1987. New professor will serve two-year term, and will be responsible for research and program development. Interest on endowment will fund research assistance and salaries.

the equal opportunities and reasonable access provisions of the Communications Act.

Essentially, the FCC argued that the Communications Act defines broadcasting as the dissemination of radio communications to an indeterminate public, not to specific reception points only. The FCC said that if a licensee limited access to its service, through encryption or some other technology, it wasn't intending to make the programming available to an indeterminate public, and the latter such services, according to the FCC, aren't broadcasting under the act's definition. "Thus, STV and other services which, through technology, limit access to only paying subscribers may be classified as nonbroadcast," the FCC said.

■ In still other action, the FCC opened up the 2 and 7 ghz bands, which have been reserved exclusively for broadcast use, to cable systems and cable networks for ENG and other portable uses. Also, common carriers, which already have been permitted to offer portable service to broadcasters in those bands, may now also provide such services to cable operators and cable networks.

At the same time, the FCC opened up the 6.4 ghz band, which has been used primarily for common carriers for providing local TV transmission services, to broadcasters, cable operators and cable networks for ENG and portable use.

□

Democrats set on Senate Commerce

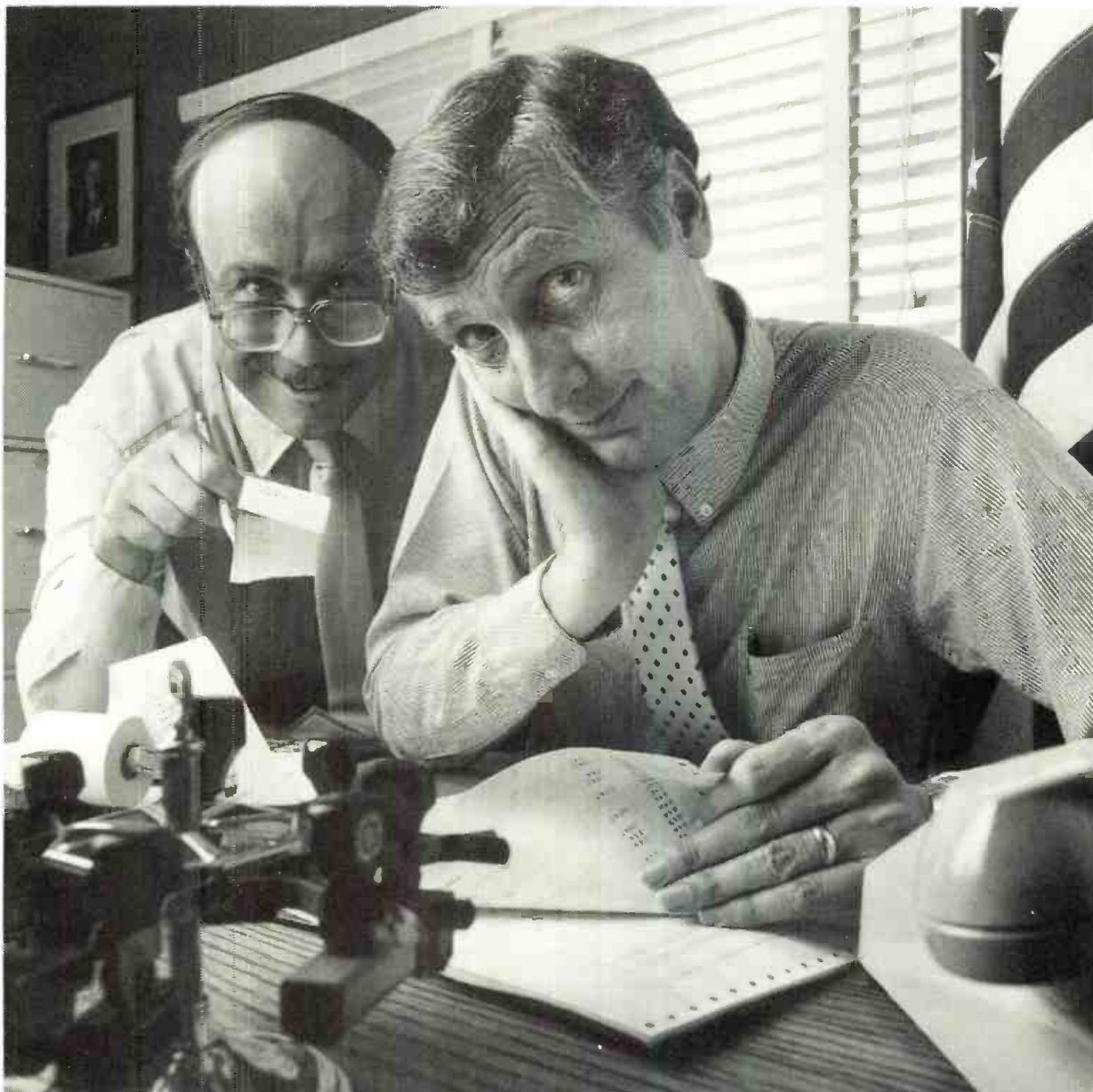
Bentsen, Kerry, Adams and Breaux on board; two Republicans still to be named to panel

There will be six new players on the Senate Commerce Committee when the 100th Congress convenes in January. Four new Democratic members and two Republicans are taking seats on the committee, which has jurisdiction over telecommunications issues. Democrats Lloyd Bentsen (Tex.) and John Kerry (Mass.) and newly elected Brock Adams (Wash.) and John Breaux (La.) are joining Commerce. The Republican lineup has not been finalized. One candidate being mentioned, however, was freshman John McCain of Arizona.

Last week, the Democratic Steering Committee approved committee assignments and established the ratio of Democrats to Republicans serving on each committee (BROADCASTING, Nov. 24). The ratios were altered to accommodate the new Democratic majority in the Senate. Appointments to subcommittees are usually completed in January.

With the Democrats in control, Commerce will be chaired by Ernest Hollings (D-S.C.) and the new ratio is 11 to 9 (Democrats gained three seats and Republicans stayed with nine). The retirement of Senator Russell Long (La.) created one vacancy for Democrats to fill. The Republicans had two openings due to the retirement of Barry Goldwater (Ariz.) and by the defeat of incumbent Slade Gorton (Wash.).

But what impact the new composition will have on the development of telecommunications policy is unclear. None of the senators



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Slow going. White House's effort to respond to radio stations' request for access, live, to President Reagan's Saturday addresses is not bearing much fruit. White House had acted in response to complaints from 300 stations not affiliated with any network that said they wanted to carry remarks live but that use of AT&T 800 line (424-9090) was not satisfactory—quality was poor and did not provide for live broadcast. White House three weeks ago set up 900 number—410-8255—and made it available for 50 cents for first minute and 35 cents for each succeeding minute. Although new service was publicized, on Associated Press and United Press International wires, and by letter to stations that had contacted White House on matter, aide said, "only 50 people" used new service two weeks ago. That was not kind of response likely to keep new service operating.

ABA seminar. Patent, Trademark & Copyright Law section of American Bar Association is sponsoring day-long seminar Dec. 9 on "Intellectual Property Rights and the Electronic Media." Seminar features opening remarks by Ralph Oman, U.S. register of copyrights and associate librarian for copyright services, Library of Congress; luncheon address by FCC Commissioner Dennis Patrick, and closing remarks by FCC Commissioner Mimi Dawson. Other highlights of program include panels: "The Licensing of Musical Performance Rights in the Broadcasting and Cable Television Industries," "Scrambling Satellite Transmissions: Property Rights vs. Access," and "Compulsory Licensing of Cable Systems: Practical Necessity or Marketplace Aberration?" Contact is David Leibowitz of Wiley, Rein & Fielding, (202) 429-7000.

Important call. WABC-TV New York received three telephone calls on Nov. 21 from someone claiming to be accused killer Larry Davis, on state's most wanted criminals list after shooting his way out of Bronx apartment and wounding six police officers. Tape was made of third call and police confirmed that voice appeared to be that of Davis. Accused gunman, said station spokeswoman, had asked for correspondent John Johnson, who had been covering story, by name. In taped conversation, she said, Davis "expressed fear" that he would be at risk if he surrendered. "The beatings would never stop," he said. Davis told Johnson, "I don't know what I'm going to do...I know the first time they see me they are going to kill me. You see right now I'm unstable and I don't know what I'm going to do right now." According to spokeswoman, Johnson asked caller how he could help and urged him to turn himself in. Davis responded, "they'll never find me. I'm hiding out." On Saturday evening (Nov. 22), when station aired story, Johnson ended his report with plea to gunman: "Larry, you know the door is open."

Bicentennial message. Members of special communications advisory committee for Commission on Bicentennial of U.S. Constitution were announced last week. Committee was formed in October and is chaired by National Association of Broadcasters President Eddie Fritts. Jerry Friedheim, executive vice president and general manager of American Newspaper Publishers Association, is vice chairman (BROADCASTING, Oct. 13). Joining Fritts and Friedheim are Ray Jenkins, American Society of Newspaper Editors; James P. Mooney, National Cable Television Association; Ernie Schultz, Radio-Television News Directors Association; Melvin Street, National Newspaper Association; Bob Lewis, Sigma Delta Chi; Brian Lamb, C-SPAN; Doug Bennet, National Public Radio; Bruce Christensen, PBS, and Milt Benjamin, UPI. Committee is responsible for coordinating media efforts on bicentennial and carrying "message to public."

Promoting captioning cause. U.S. Department of Education should devote greater percentage of its closed-captioning funds to public television, according to Susan Fergenson, Public Broadcasting Service's director of program operations and information. Speaking at DOE-sponsored National Conference on New Directions for Captioning, Fergenson said public television receives only 2%, \$100,000 of DOE's captioning support, while commercial networks receive 98%. Fergenson said DOE is "handicapping the hearing impaired by foreclosing access to a vast array of education, entertainment and culture which cannot be found anywhere else on American television," and said commercial networks can afford to caption some of their own programs, while public television cannot. Fergenson also suggested funds be provided to mount national advertising and promotion campaign to alert hearing impaired viewers to availability of decoders.

Open for business. John Eger, former senior vice president of CBS/Broadcast Group's Worldwide Enterprises, has opened communications law practice in New York. One-time acting director of Office of Telecommunications Policy (predecessor to National Telecommunications and Information Administration), Eger left CBS last summer and later formed Global Media Group, holding company for ventures in international TV programming-marketing. Practice will involve media planning and strategy for national advertisers, as well as international communications activities, including guiding of U.S. media acquisitions for European and other investors. Address: 331 Madison Avenue, New York 10017, telephone (212) 351-2346.



Bentsen



Kerry



Adams



Breaux

appear motivated by a strong interest in communications issues and their views on such matters are not completely known. Commerce's jurisdiction over issues involving energy and trade is said to be the major attraction for the new members.

Both Breaux and Bentsen, said John Summers, National Association of Broadcasters senior executive vice president for government relations, have good ties with their local broadcasters. Breaux, who represented Louisiana's seventh district in the House, is particularly close to Billy Tauzin, another Louisiana Democrat, who is a key member of the House Telecommunications Subcommittee. Tauzin has been critical of the cable industry and has charged it with hampering the growth of the backyard satellite dish marketplace. Bentsen, who will chair the Senate Finance Committee, Summers said, is "business oriented."

Kerry, Summers pointed out, was a sponsor of music licensing legislation. That measure was being pushed by TV broadcasters and would repeal the current blanket licensing scheme for music rights in syndicated television programs.

Adams is likely to have some familiarity with communications issues. He served in the House of Representatives from 1965 to 1977 and was a member of what was then called the Interstate and Foreign Commerce Committee.

Returning to Commerce are: Democrats Hollings, Daniel Inouye (Hawaii); Wendell Ford (Ky.); Donald Riegle (Mich.); J. James Exon (Neb.); Al Gore (Tenn.) and John D. Rockefeller (W.Va.). Republicans expected to stay on Commerce: John Danforth (Mo.), Bob Packwood (Ore.), Nancy Kassebaum (Kan.), Larry Pressler (S.D.), Ted Stevens (Alaska), Robert Kasten (Wis.) and Paul Tribe (Vt.).

On the Judiciary Committee, chaired by Joseph Biden, there are no additions for either party. The new ratio is eight Democrats to six Republicans (BROADCASTING, Nov. 24). Freshman Senators Barbara Mikulski (D-Md.) and Harry Reid (D-Nev.) have been assigned to the Appropriations Committee.

Cable Value Network predicts it will finish year in black

Home shopping service to release first financial figures this week

Some time this week the Cable Value Network is expected to release its first financial results. Peter Barton, president of the home shopping service, said the results, reflecting cablecasting since April and 24-hour, seven-days-a-week operation since September, indicate the service will easily be profitable in

its first year of operation with revenue in nine-digits. CVN has 4.9 million subscribers and anticipates 14 million-16 million by next April.

Some details about CVN's ownership structure were already disclosed in a recent financial filing by one of the venture's partners. An agreement reached last month between the joint venturers established a management committee, chaired by Ted Deikel,

chairman of C.O.M.B., a Minneapolis, Minn.-based off-price retailer and wholesaler, which holds half the committee's 10 seats. The other representatives on the committee are TCI's John Sie, Viacom's John Goddard, Warner Cable's Edwin Hamowy, ATC's Steve St. Marie and Newhouse Cable's Bob Miron, the last as representative of the 14 other MSO's that have an equity interest in the home shopping network. Barton,

Satellite Footprints



All together. Broadcasters and program distributors in Los Angeles looking for access to Ku-band satellites can now go to Bonneville Satellite Corp. The satellite services company has just turned on a 6.1-meter Ku-band uplink at its teleport atop the Dollar Building in, as the above photograph makes obvious, Hollywood.

Bonneville's operations center, including a studio and tape playback facilities, is in the Dollar Building, providing a place for teleport clients to originate live or taped feeds. With the teleport's C-band dishes, Bonneville can also provide "turnarounds"—downlinking a signal on C-band and uplinking it on Ku-band or vice versa. And, using the teleport's microwave reception equipment, the teleport can relay local live events received by microwave to the birds. Said Bruce Hough, vice president, general manager, Bonneville Satellite: "We feel that in providing a single source in southern California for C-band and Ku-band uplinking, together with studio, tape facilities and our existing microwave system, we have established an unduplicated and very attractive offering."

Bonneville says its new uplink is the first fixed Ku-band uplink to be made generally available in the Los Angeles area. While it may be the first, it certainly will not be the last. Indeed, IDB Communications is currently putting the finishing touches on two 7-meter Ku-band uplinks at its teleport in Culver City, Calif.

PPV galore. HI-Net Communications, a year-old distributor of programming to hotels with an eye on the home satellite market, is expanding its lineup of program offerings, adding two new PPV channels.

The joint venture of Comsat and Holiday Inn has been using its Ku-band satellite network to deliver four channels of programming—Showtime, ESPN, CNN and Satellite Cinema, a proprietary PPV channel—to more than 1,000 Holiday Inn hotels. Early next year, HI-Net will offer three PPV channels: Satellite Cinema I and Satellite Cinema II, which will comprise major motion pictures, and Satellite Cinema III, which will include movie previews during the day and "adult-theme" movies at night.

HI-Net Vice President Fred Del Toro said that with the three channels, the monthly movie menu will be expanded from four or five movies a month to between eight and 12. There will be an average of nine buy opportunities a day, he said.

According to HI-Net, the decisions to add to extra PPV channels

were based on results of a field test earlier this year that indicated an additional pay TV channel could significantly increase purchases by guests. In tandem with the addition of the new channel, HI-Net will raise its in-room PPV price from \$5.75 per movie to \$5.95.

The channel expansion requires the installation of new reception and descrambling equipment at the earth stations of all existing affiliates. Technicians are currently visiting each receive site to move dishes as part of HI-Net's gradual migration from the GSTAR I satellite to SBS III. On SBS III, HI-Net will have room to eventually add a seventh channel of service.

Del Toro confirmed that HI-Net is considering offering its six-channel service not only to hotels other than Holiday Inn, but also to homes equipped with relatively small Ku-band receiving dishes. "We've done some work in that area," he said.

DBS aid. The FCC has given a boost to the struggling direct broadcast satellite business. At its open meeting last Tuesday (Nov. 25), it said that high-power satellites operating in the dedicated DBS band (12.2 ghz to 12.7 ghz) could be used under certain restrictions to provide fixed satellite services that could help cover the costs of building and launching the satellites.

"We all know DBS is very slow in developing," said FCC Commissioner James Quello during the meeting. "It needs all the help it can get."

In a statement released after the meeting, the FCC said "nonconforming uses" that encourage the development of direct-to-home service "will be permitted." However, the FCC said, the DBS operators must begin providing direct-to-home service within five years. After five years, it said, they may continue to provide fixed services, but only on a limited basis. No more than half the time on each transponder could be used for fixed services.

The ruling is a result of a petition from Hubbard Broadcasting's DBS subsidiary, United States Satellite Broadcasting. By its reading of the rules, USSB felt it could use the direct broadcast satellites for fixed services as well as for the direct-to-home services, but it needed an unambiguous ruling from the FCC to satisfy potential investors and lenders.

In permitting the use of direct broadcast satellites for non-DBS services the FCC rejected arguments that the ruling constituted a de facto reallocation of the DBS spectrum. "The high cost of building DBS capacity simply makes it an economically uncompetitive means to provide FSS-type services," the FCC said in a statement describing the action.

According to the FCC, there are nine current holders of DBS permits: USSB; Tempo Enterprises; Direct Broadcast Satellite Corp.; Advanced Communications Corp.; Hughes Communications; Dominion Video Satellite; Satellite Television Corp; RCA Americom, and Antares Satellite Corp. The only one to have built direct broadcast satellites is STC, but the Comsat subsidiary has dropped out of the business and is looking for a buyer for its two RCA Astro Electronics-built birds. Dominion has an agreement to buy them, but apparently lacks the money to close the deal.

previously a TCI vice president, is also an executive vice president of C.O.M.B. in addition to being CVN president.

C.O.M.B. owns half of the 24-hour service, with the other half-ownership, and responsibility for funding, split among the

NAB board seats. The first round of election results for seats on the National Association of Broadcasters radio and television boards was tallied last week. On the radio board, candidates in each district receiving a majority of the votes were declared winners, including four incumbents and three others. Incumbent Fred H. Baker Sr., KFSA(AM)-KISR(FM) Fort Smith, Ark., was defeated by Donald J. Newberg of WGOW(AM)-WSKZ-FM Chattanooga for the district 15 seat. Among the new radio directors (asterisks denote incumbents): *District 3* (Pa.)—*Jerry Lee, WEAZ(FM) Philadelphia; *District 5* (Ky., W. Va.)—*Bayard Walters, WHRS(AM)-WFM(FM) Winchester, Ky.; *District 21* (Minn., N.D., S.D.)—*Paul Hedberg, Hedberg Broadcasting Group, Blue Earth, Minn.; *District 25* (Ore., Wash.)—*Gary Grossman, KRKT(AM) Albany, Ore.; *District 11* (Ohio)—Robert Pricer, WCLT(AM) Newark, Ohio, and *District 19* (Okla., north Texas)—Don Chaney, KTBB(AM)-KNUE(FM) Tyler, Tex.

A run-off election is being held for these seats: *District 1* (Conn., Maine, N.H., R.I., Vt.)—*James Asher Jr., WJDA(AM) Quincy, Mass., and Robert Fish, WHJJ(AM)-WHJY(FM) Providence, R.I.

District 9 (Ala. and Ga.)—D. Mitchell Self, WLAY(AM) Muscle Shoals, Ala., and Don Sports, WCLA-AM-FM Claxton, Ga.

District 13 (Mich.)—Ross Biederman, WTCM-AM-FM Traverse City, and David Hicks, WKNR(AM)-WKFR-FM Battle Creek.

District 17 (Ill.)—Thomas L. Davis, WSDR(AM) Sterling and *Dean Phelps, WAIT(AM)-WXET(FM) Crystal Lake.

District 23 (Alaska, northern California)—Ramsey Elliott, KRCX(AM) Roseville, Calif., and Phil Rather of KOMY(AM) Watsonville, Calif.

On the television board, the 12 leading vote-getters will participate in final balloting for 10 seats with results tallied in January. They are: *Margo Cobb of WLBZ-TV Bangor, Me.; *Frank Flynn of WINK-TV Tallahassee, Fla.; Gary Chapman, Freedom Newspapers, Providence, R.I.; Jerry P. Colvin, WUHQ-TV Battle Creek, Mich.; Daniel Gold, Knight-Ridder Broadcasting, Miami; William Moll, KENS-TV San Antonio; Harlan Reams, KSAS(TV) Wichita, Kan.; Thomas Scanlan, WKFT(TV) Fayetteville, N.C.; Ellis Shook, KOLR(TV) Springfield, Mo.; Cullie Tarleton, WBTV(TV) Charlotte, N.C., and Glenn C. Wright, KIRO-TV Seattle.

MSO's: TCI has 11.3%; ATC, 8.7%; Warner, 4%; Continental Cablevision, 2.9%; Heritage Communications, 2.6%; United Cable TV, 2.6%; Newhouse Broadcasting, 2.6%; Viacom, 2.4%; Times Mirror Cable, 2.2%; United Artists Cablesystems, 1.9%; Sammons Communications, 1.9%; Cablevision 1.6%; Rogers Cablesystems, 1.5%; McCaw Communications, 1%; Colony Communications, 0.9%; American Cablesystems, 0.9%; Daniels & Associates, 0.8%, and Adams Telecom, 0.2%. The partners have made an initial capital contribution of one million dollars. According to the filing—a stock registration for C.O.M.B.—the home shopping service reported a pre-tax loss of \$446,000 for the first three months of operation, which was followed in the June-September period by an additional pre-tax loss of \$1.3 million.

C.O.M.B. said it anticipated ending operations at some of its retail stores, some of which might then be used by CVN as "local cable shopping outlets." Barton added: "We are developing several local markets on a test basis, to see if they enhance the national service." Another addition to the company's originally announced strategy, he said, was that CVN now tests its products—which are airing at the rate of 200,000 a year, he said. "Even before doing that, our return rate was below 7% overall," Barton said.

The MSO's, in addition to their equity interest in CVN, have also received 6.5 million warrants to purchase common shares of C.O.M.B. at \$24.25, mostly in proportion to their equity interest. One exception is Warner Communications, which received a smaller amount but an additional 1.4 million warrants to purchase the stock at \$17.50—as of last Tuesday (Nov. 25), C.O.M.B. shares closed at \$19, half of its 52-week high of \$38. TCI already owns almost 2,000,000 shares of C.O.M.B., 10% of the total, most of it as a result of a stock swap between the two companies last May. The exercise of the various warrants would provide C.O.M.B. with up to \$180 million.

The agreement with the MSO's is for 30 years, although as early as next November some of the six major participants (TCI, C.O.M.B., ATC, Viacom, Warner and ATC) will have the opportunity to withdraw, or the "operating structure" may be revised.

Almost certainly set to be reviewed next year will be whether CVN will, as a separate entity, undertake many functions currently provided by the partners. Warner is now responsible for television production and negotiating with the entertainers and writers. Viacom provides consulting services for the promotion and marketing of CVN's programming, as well as its uplinking to satellites. TCI provides "cable affiliate relationship and marketing advice," space in its cable guide and certain "overhead and support services." C.O.M.B. is responsible for purchasing merchandise inventories, order fulfillment, processing customer complaints and returns and related software systems. ATC provides "... sales and public relations advice" to affiliate systems and also makes available to CVN its "electronic databases and research personnel." □

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Changing Hands

PROPOSED

KITV(TV) Honolulu and satellites, KMAU(TV) Wailuku and KHVO(TV) Hilo, all Hawaii □ Sold by Shamrock Broadcasting Inc. to Tak Communications Inc. for \$50 million ("In Brief," Nov. 17). **Seller** is Burbank, Calif.-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. **Buyer** is Vienna, Va.-based computer consultant and group of one FM and four TV's principally owned by Sharad Tak. KITV is ABC affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 50 feet above average terrain. KMAU is ABC affiliate on channel 12 with 27.5 kw visual, 4.36 kw aural, and antenna 5,910 feet above average terrain. KHVO is ABC affiliate on channel 13 with 4.68 kw visual, 1.59 kw aural and antenna 823 feet below average terrain. **Broker: Sandler Capital Management.**

WHOM(FM) Mount Washington, N.H. □ Sold by Newengco Inc. to Northland Broadcasting Inc. for \$7 million. **Seller** is owned by Fred Godley and Mason Starring. It has no other broadcast interests. **Buyer** is subsidiary of Newbarnstable Corp., Boston-based group of three AM's and three FM's, owned by Alfred J. Kaneb. WHOM is on 94.9 mhz with 48 kw and antenna 3,300 feet above average terrain. **Broker: Americom Radio Brokers.**

KORQ-AM-FM Abilene and KLSF-FM Amarillo, both Texas □ Sold by Adams-Shelton Communications to Holder Communications Corp. for \$5.1 million. **Seller** is owned by Keith Adams and James Shelton. It also owns KYXX(AM) Odessa and KKYN(FM) Plainview, both Texas. **Buyer** is publicly traded, Tampa, Fla.-based group of five AM's and five FM's headed by Harold Holder, chairman, and Bruce Singleton, president. KORQ is on 1340 khz full time with 1 kw. KORQ-FM is on 100.7 mhz with 100 kw and antenna 1,260 feet above average terrain. KLSF is on 96.9 mhz with 100 kw and antenna 668 feet above average terrain. **Broker: Chapman Associates.**

WRAN(AM) Dover, N.J. □ Sold by BBC of New Jersey Inc. to Atlantic Morris Broadcasting Inc. for \$1,610,000. **Seller** is owned by Richard Bell. It also owns WALL(AM)-WKGL(FM) Middletown and WJJB(FM) Hyde Park, both New York. **Buyer** is subsidiary of Orange and Rockland Utilities Inc., Pearl River, N.Y.-based public utility company headed by James F. Smith, chairman. It also owns WDV(AM) Ocean City, N.J. WRAN is on 1510 khz with 10 kw day and 500 w night.

WTAD(AM)-WQCY(FM) Quincy, Ill. □ Sold by Lee Enterprises Inc. to Eastern Broadcasting Corp. for \$1.1 million. **Seller** is Davenport, Iowa-based group of nine TV's and publisher of 18 newspapers. It is headed by Lloyd G. Schermer, president. **Buyer** is Washington-based owner of five AM's and six FM's headed by Roger A. Neuhooff, president. WTAD is on 930 khz with 5 kw day and 1 kw night. WQCY is on 99.5 mhz with 27 kw and antenna 750 feet above average terrain.

Broker: Blackburn & Co.

WQPR-FM Uniontown, Pa. □ Sold by Tri-State Broadcasting Inc. to Kel-Com Broadcasting Inc. for \$820,000. **Seller** is owned by Edward Olesh. It has no other broadcast interests. **Buyer** is owned by Geoffrey Kelley and Marlene J. Heschler. It also owns WCVI(AM) Connellsville, Pa. WQPR-FM is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Ray H. Rosenbloom.**

WTYM(AM) Temple Terrace, Fla. □ Sold by Associated Communications of Pennsylvania Inc. to WTYM Radio Inc. for \$550,000. **Seller** is Pittsburgh-based company headed by Jack Berkman. It owns WSTV(AM)-WRKY(FM) Steubenville, Ohio, and cellular radio holdings in over 100 cities. **Buyer** is subsidiary of Family Group Inc., Tampa, Fla.-based group of two AM's, two FM's and five TV's headed by Ian (Sandy) Wheeler. WTYM is on 1300 khz with 5 kw day and 1 kw night. **Broker: Donald K. Clark Inc.**

WASV-TV Asheville, N.C. □ Sold by Millard V. Oakley to Dove Broadcasting Corp. for \$400,000. **Seller** owns WLIV-AM-FM Livingston, Tenn., WGYN(AM)-WKXN(FM) Greenville, Ala., and CP for new TV in Midland-Odessa, Tex. **Buyer** is nonprofit corporation headed by James H. Thompson. It also owns WGGs-TV Greenville, S.C.; WCCT(TV) Columbia, S.C.; WSGE-TV Myrtle Beach, S.C.;

KMCT(TV) West Monroe, La., and WMKT-TV Muskegon, Mich. WASV-TV is unbuilt construction permit on channel 62 with 1,995.3 kw visual, 19.95 kw aural and antenna 1,009 feet above average terrain.

KWES(FM) Monahans, Tex. □ Sold by Texas Wireless Inc. to Rusk Corp. for \$393,000. **Sellers** is owned by Lad J. Macha and Bruce Nelson Stratton, who have no other broadcast interests. **Buyer** is owned by John T. Jones and family. It also owns KTRH(AM)-KLOL(FM) Houston. KWES is on 102.1 mhz with 100 kw and antenna 984 feet above average terrain.

WYND(AM) Deland, Fla. □ Sold by David R. Hill, receiver, to D. Stephen Hollis for \$255,000. **Seller** is court appointed receiver with no other broadcast interests. **Buyer** owns WMOC(AM) Chattanooga. WYND is daytimer on 1310 khz with 5 kw.

WHGM(FM) Bellwood, Pa. □ Sold by John R. Powley to Mid-Atlantic Radio Inc. for \$250,000. **Seller** is Altoona, Pa.-based owner of one FM and four TV's. **Buyer** is owned by Gregory W. Guise, Herbert J. Gordon, Gary W. Blau and Ronald L. Rubin. Guise is photographer at WUSA(TV) Washington and has interest WADJ(AM) Somerset, Pa. Gordon is reporter at WUSA(TV). Blau is engineer with WNBC(TV) New York. Rubin is general manager of WGMS(AM) Bethesda, Md. WHGM is on 103.9 mhz with 250 w and antenna 850 feet above average terrain. **Broker: Ray H. Rosenbloom.**

For other proposed and approved sales see "For the Record," page 118.

BEASLEY BROADCAST GROUP has acquired WTEL(AM)

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WTEL, Inc.

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What makes television news tick?

Panels of TV journalists critique the past and look to the future at Smithsonian Institution forum

It began with a bang in the 1950's, network television news as a journalistic force: Edward R. Murrow's 30-minute dissection of Senator Joseph R. McCarthy (R-Wis.) on CBS and ABC's live coverage of the Army-McCarthy hearings. But will it go out with a whimper, as stations make increasing use of satellite technology to cover national and international news?

The question was raised for television news freaks who attended a session on "Television: The Power of the Medium," at the Smithsonian Institution's National Museum of American History, on Nov. 22. For three hours, nine representatives of television's past and present, in four panels, provided the context for the question, a background that roughly charted the history of the service.

Network television news indeed emerged as a major factor in American journalism in the 1950's, as Fred W. Friendly, who 30 years ago was Murrow's producer, and John



Schorr, Tucker and moderator Bill Monroe

Charles Daly, who during the same period was ABC's vice president for news, public affairs and special events, recalled those days. Friendly, now director of Columbia University Seminars on Media and Society, described, as he has before, the Murrow documentary credited with leading to the downfall of McCarthy.

And Daly, who at the time was serving a young network struggling to establish itself, remembered getting clearance from ABC's

president, the late Robert Kintner, to cover the hearings that were dominating the front pages of the nation, hearings in which McCarthy was attempting to prove Communists had infiltrated the Department of the Army. It was a last reckless gambit, and as Friendly said: "It held up a mirror so America could see the evil of McCarthy." ABC had no ratings and little programming to worry about in being the only network to provide complete live coverage. Still, Daly noted, it was losing money and was being forced to cut costs. But Kintner, a former newsman, Daly said, was convinced the coverage was in the public interest.

In a sense, those were the glory days. There was no doubt as to who the good guys and bad guys were. Things got a little more complicated in the tumultuous 60's. Even as pictures of sheriffs' deputies turning dogs on blacks in Alabama helped assure passage of civil rights legislation, something was happening to television news and its practitioners. Daniel Schorr, long regarded as one of the best of that breed, made that clear in a candid confessional during his turn at the symposium. He had been covering urban affairs for CBS News at the time, and, he recalled, interviews he did with moderate blacks were not being used by the network. They were considered "boring," he said. But the network evening news show was finding time for stories on radicals like Stokely Carmichael and H. Rap Brown. There was a lesson in that. "I baited him [Carmichael] with the right questions to get the right answers" Schorr said. "We were in business together. We were both getting on the air."

Schorr, now senior news analyst for National Public Radio, conceded that was "not healthy." But he saw a growing tendency on the part of television news to become part of a story. He noted that during the riots surrounding the 1968 Democratic national convention in Chicago, the late Mayor Richard Daley "gave us hell," claiming network trucks and lights were promoting violence by attracting crowds. "We know that where we are, people will wave their hands or riot or kill, and television will cover it all, and it will add to the ratings." He even suggested television was more than an observer in the seizure and holding, for more than a year, of

Richard Oppenheimer,
President of Capitol
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Veterans' preference. Thomas S. Rockler, who describes himself as a disabled Vietnam era veteran, has asked the FCC to consider a proposal to provide veterans of U.S. military service with preferences in comparative broadcast proceedings during its planned review of policies granting such preferences for women and minorities (BROADCASTING, Oct. 27).

the American embassy in Teheran. He quoted an unnamed Iranian leader as saying the students who overran the embassy held it as long as they did because "television gave

them power."

The Vietnam war, of course, posed in classic terms the question of whether television simply covers an event or influences its outcome.

Bill Wordham, who covered the war for NBC News and is now manager of the American Petroleum Institute's public relations department, is among the critics. American viewers, he said, "saw only one side—Americans lying wounded, bloodied, killed. They heard and saw disasters and were told about blunders." He contrasted that with the Pathe News coverage of World War II, when, in its report on D-Day, a day on which America lost 12,000 men, viewers

of the newsreel were stirred by reports of "troops storming the beaches on the way to Berlin." The emphasis then, he said, "was not on loss," as he said it was in the television coverage of the Vietnam war. "It was not an intentional project," he said of what he regarded as television's negative treatment. "But it did affect the country; it stirred it to act against the war."

Ed Fouhy, who was CBS News bureau chief in Saigon for several years during the war and is now executive producer of NBC News's 1986, dismissed that assessment as "laughable" and "wrong." "It leads to a dangerous conclusion—that we should fight a war in private and justify it in secret. We

Burger boosts bicentennial. Warren Burger, retired chief justice of the United States and chairman of the Commission on the Bicentennial of the U.S. Constitution, made his pitch to the New York media last week for extensive television coverage of the events surrounding the celebration of the Constitution's bicentennial beginning next year. His remarks came at last week's newsmaker luncheon of the International Radio and Television Society.

Burger said that the U.S. Constitution unleashed "energies and let this country grow in a way that never before in the history of the world had happened." He said he hoped "there would be many" television programs focusing on the Constitution, its significance and the celebration. "Television will be the most important single means of telling this story," he said.

Burger was greeted with a standing ovation at the start of his talk. He took questions afterward. The first question: "I thought that Chief Justice Burger disliked the media. Is he here today because he suddenly needs our help with his new interest?" Burger's reply: "I don't need your help; the country does." He also said that National Association of Broadcasters President Eddie Fritts and others are on the record as saying he has written more opinions favoring freedom of the press than any justice in the court's history. Another questioner asked Burger to justify his stand barring television from the Supreme Court proceedings and not newspapers, even though the latter only touch briefly on most of the issues the court deals with. Burger acknowledged that "of course the print media doesn't report the whole story," or tell it as accurately as some judges and litigants involved may prefer. "But that's a human failing," he said, due in large part to deadlines. With some Supreme Court cases, he said, "the nine of us have enough trouble grasping the nuances of it. And to try to get anything useful to the public by capsulizing the little bit of it" that television tends to do in one- or two-minute reports would not be appropriate, he said. Burger suggested that perhaps if television reports on complicated Supreme Court cases were preceded and followed by lengthy explanations from legal experts, they might be of service. "But short of that," he said, "I have difficulty seeing how it would help anybody."

Burger recalled being asked recently by CBS commentator Bill Moyers why he had "shunned" the media up to that point. His response, he said, was that for a "worthy cause" like the bicentennial celebration, "I don't mind using you [the media], I just would never let you use me."

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would be doomed to repeat mistakes." But Fouhy's principal argument was that television—which he said is part of the establishment and whose reporters are "middle Americans"—did not lead public opinion on the war but followed it. He said the tone of television reports on the war had been positive in 1967, at a time when polls showed Americans were beginning to turn against the war. That, he said, was "the crossover point of public opinion. The TV networks followed."

The question regarding television network news's future arose when Bill Monroe, former NBC News bureau chief in Washington and executive producer and moderator of *Meet the Press*, who served as moderator,

asked members of the final panel whether they thought network television news would be better by the year 2000 than it is today.

"I'm not sure it will be around," said Bruce Morton, CBS News correspondent. "Television stations are in business to make money, and they make more money selling their own news [than selling the networks' news]. The trend may be toward stations saying: 'We don't need network news.' They may buy their foreign news from the networks or from foreign sources" and, presumably, do everything else themselves. Morton thought the stations might one day serve as newspapers once did, competing among themselves in offering a full budget of local, national and international news.

However, he did not appear to be looking forward to such a development. Network news departments have the time and resources to do in-depth stories beyond the capacity of individual stations, he said. What's more, he added, networks provide a unique service in time of crisis and tragedy: "They have a bonding effect" on the nation, he said. □

Abrams assesses First Amendment climate of today

Lawyer receives first Amendment Defender award; tells university crowd it's 'tranquil' time in press law; expresses concern about Meese speeches and networks' relaying of election information

These seem to be hard times for First Amendment lawyers. It's not that the constitutional guarantee of free press and free speech is under direct attack. Indeed, Floyd Abrams, one of the country's best-known First Amendment attorneys, says this is a time "of tranquility in press law." But on the one hand, there are those speeches by Attorney General Edwin Meese III that seem to threaten a drastic rewriting of the Constitution, and the Bill of Rights with it. And on the other there are network news organizations, including his clients, that under pressure abstained from revealing the winners before polls closed election night.

Abrams discussed those and other matters in prepared remarks and in a subsequent

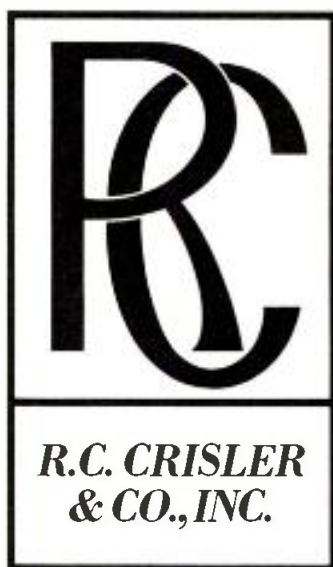


Abrams and Byron

question-and-answer session after he was given Catholic University of America's First Amendment Defender Award, at a ceremony on the campus in Washington. The Rev. William J. Byron, S.J., president of the university, presented the award.

Abrams, who was co-counsel for *The New York Times* in the landmark Pentagon Papers case, in 1971, said he would argue that "things are relatively tranquil" because "we won most of the games, and no one cared when it was over. Nothing was lost. All of the societal harm that was supposed to happen if we lived in a country free of prior restraints didn't happen. All the losses that were supposed to occur in terms of the right to a fair trial didn't happen. Everything that was supposed to happen if *The New York Times* was allowed to publish the Pentagon Papers didn't happen."

But there is Attorney General Meese. His



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NewsBeat

ABC overseas pay cuts. ABC News is reducing some of its foreign correspondents' paychecks by 7% over next seven months, in effort to cover cost of overseas employees' taxes. Currently, ABC News pays taxes of nonnationals working overseas and in return retains 15% of their salary to offset cost of tax payment, Carol Olwert, ABC News director of news information, said last week. Retention of 15% "doesn't begin to cover what the actual tax is," she said, so ABC is increasing retention by 7%. In January, ABC will withhold 18% of employee's pay, and in June, 22%. Of 300 employees overseas, about 90 will be affected by new policy, Olwert said, adding that ABC will also examine living allowances for some overseas employees.

Censorship sentiments. It was standing room only at Museum of Broadcasting seminar on censorship and coverage of news around world. During question and answer period, NBC News President Larry Grossman gave his definition of censorship: "prohibiting the distribution or publication or disbursement of information that one gets." Censorship is prohibition before fact—"the pre-killing" of information—before it is distributed, Grossman said. "It's the sense in this country that it's important to get information. Those in the media or others who provide information that could be damaging may have to suffer the consequences after the fact, but it's important for a democracy to get [information] out," he said.

Marti transfer. Annette Lopez-Munoz, Radio Marti reporter who lost her White House beat assignment after asking President Reagan two questions at press conference two weeks ago (BROADCASTING, Nov. 24), has decided against quitting. She has accepted offer of American Federation of Government Employees to represent her in grievance against U.S. Information Agency, Radio Marti's parent organization, for her "arbitrary removal" from White House beat, as well as for "damage to her professional reputation as a journalist." USIA says Lopez-Munoz was aware of its policy barring its reporters from asking questions at formal presidential press conferences. Reporter denies such knowledge, and insists she followed Radio Marti's procedures. "I am being punished for something other than breaking a rule," she said in statement released by local 1812 of AFGE. She added that she is fighting case through union because "it is important that this matter be cleared up," for herself and other government reporters "who may be subjected to harassment for carrying out their responsibilities as journalists."

speeches, Abrams said, have put at issue the application of the First Amendment and other articles of the Bill of Rights to the states, as well as "the legitimacy and binding effect of court orders." In the process, Abrams said, "the attorney general has attacked the Constitution as a whole, the Bill of Rights as a whole, and necessarily the First Amendment in particular." And the attack does not involve "difficult and peripheral issues," Abrams said, but issues thought to have been resolved, "central issues, issues as to which the First Amendment speaks with clarity and certainty."

Abrams suggested disappointment with the networks' performance on election night in response to a question. His complaint was not so much with the restraint shown as to each state—though he did not seem delighted with that, either—as it was with the refusal to project which party had won control of the Senate until very late in the evening, when the polls had closed in sufficient states for a projection (based in part at least on exit polls) to be made. Since the networks knew "much earlier" and could have announced the winner, even "without saying who won what states," Abrams said, "it's contrary to my notions of the way journalists ultimately ought to behave for them to sit there and not tell us the information that they have. The broadcast press," he said, "was pushed into going along with what everybody seemed to want."

But it is not that Abrams regards the networks as easily intimidated by their critics. His discussion of the networks' performance on election night began as an answer to a question regarding media coverage of terrorist activities. And his initial response was that although it is very difficult to set standards, some of the coverage of the hijacking of the TWA passenger plane last year "was appalling because it simply provided terrorist sort of a free forum." But neither does he agree with Prime Minister Margaret Thatcher and others who have talked of denying terrorists "the oxygen"—the publicity—they need in order to live. "Things happen that are newsworthy; it's important that we find out about them," Abrams said. His solution, finally: "Complain when we think the press has gone too far or put stuff on that we really think they shouldn't do."

Libel cloud appears to have lifted

Following defeats of Sharon and Westmoreland, attorney for insurance firm says, 'Worst is behind us'

The general climate for libel insurance for print and broadcast organizations has improved, and the outcomes of the celebrated libel cases brought by Israel's former defense minister, Ariel Sharon, and General William Westmoreland are said to have been a factor. That good news for the media came from Chad Milton, general counsel of Media Professional Insurance, of Kansas City, Mo., in



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remarks to an American Bar Association meeting on literary publishing and the law, sponsored by the ABA's Forum Committee on the Entertainment and Sports Industries. "The worst," he said, "is behind us."

Milton, whose remarks were reported in the *Media Law Reporter*, attributed the improvement to such factors as the return of investors to the North American reinsurance market after a period of hesitancy. He said those investors are reacting to higher premiums, predictions that legal expenses can be controlled, tort reform in general and a favorable trend in libel cases. Recent media victories are "seen as a good sign," Milton said.

In that connection, he cited a decrease in the number of libel cases coming to his company's attention. Monthly totals of libel suits reported by Media Professional policy holders are down by one-third compared with last summer. And the publicity surrounding the suits filed by Sharon and Westmoreland, Milton said, may be the reason. The suits led to lengthy and costly litigation but ended with Sharon losing on whether the report had been prepared with malice, a critical issue in libel cases involving public figures, and with Westmoreland dropping his suit just as it was about to go to the jury. Those results, he said, "may have sent a message that libel cases aren't a good business prospect."

Earlier this month, the press won another libel case when the California Supreme Court reversed a lower court's opinion in a case brought by two San Francisco police inspectors and a former assistant district attorney against *The San Francisco Examiner* and two of its reporters. The suit involved a newspaper story that the plaintiffs alleged falsely reported that they and others had threatened witnesses in a criminal case and had induced others to commit perjury. A jury awarded the plaintiffs \$4,560,000, and the California Court of Appeals upheld the verdict.

The state supreme court, however, in an opinion written by Chief Justice Rose Bird, reversed. The court held that the evidence did not establish that the reporters and the newspaper acted with the "actual malice" mandated by *The New York Times v. Sullivan*. The decision was released nine days after Bird and two of the associate justices who concurred in the opinion were voted out of office. □

Censorship confab to be held in London in January

Journalists from around the world to participate in three-day seminar

Some 100 journalists from Europe, Far East, Middle East, Africa and North and South America will participate in a three-day conference—Jan. 16-18—in London on censorship, and how it can be overcome BROADCASTING, Aug. 11). The conference is a project of the World Press Freedom Committee and the Edward R. Murrow Center of

Tufts University's Fletcher School of Law and Diplomacy. Other organizers are the North American National Broadcasters Association, International Press Institute, International Federation of Newspaper Publishers, International Federation of Periodical Press and Inter American Press Association. Sponsors include Reader's Digest Association Inc., Time Inc., Samuel I. Newhouse Foundation, CBS Inc., Capital City Press, Los Angeles Times, Washingtonian magazine and the Philip L. Graham Fund.

Among those listed to speak are Cushrow R. Irani, publisher of *The Statesman of India*, of Calcutta, who has been called the Rupert Murdoch of India, and Henry A. Grunwald, editor in chief, Time Inc. Speak-

ers on "challenges facing broadcasters" will come from ranks of broadcasting networks in North America.

Leonard H. Marks, of Cohn & Marks, former head of the U.S. Information Agency and counsel to and secretary of the World Press Freedom Committee, was the driving force behind the establishment of the conference. He hopes the conference will result in the establishment of a coordinating committee that will receive complaints of interference, both formal and informal, and recommend ways of combatting it. The conference is also expected to generate a document in support of press freedom, similar to one that was adopted by a conference of journalists from around the world who had assembled at Tailloires, France. □

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As compiled by BROADCASTING, Nov. 20 through Nov. 26, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

- KBBH(FM) Holbrook, Ariz. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from B and B Communications to J. Boyd Ingram for \$10,000. Seller is owned by Bill Gault. It has no other broadcast interests. Buyer owns WBLE(AM)-WJBI(FM) Batesville and WTYG(AM) Charleston, both Mississippi. Filed Nov. 19.
- KHWY(AM) Folsom, Calif. (1030 khz; 50 kw-D; 1 kw-N)—Seeks assignment of license from El Dorado Broadcasters to Folsom Radio Ltd. for assumption of liabilities. Seller is owned by John Boyd, who has no other broadcast interests. Buyer is owned by James B. Nicholson and 31 limited partners. It has no other broadcast interests. Filed Nov. 18.
- KOZN(FM) Imperial, Calif. (99.3 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from KOZN FM Stereo 99 Ltd. to Desert Broadcasting for \$200,000. Seller is principally owned by Richard R. Green. It has no other broadcast interests. Buyer is owned by Joe Gonzales, John M. Gaddis and his wife, Rosemarie. Gaddis is station manager of KAVL(AM) Lancaster, Calif. Filed Nov. 6.
- WMMW(AM) Meriden, Conn. (1470 khz; 1 kw-D)—Seeks assignment of license from Sound Media Inc. to AM Radio Inc. for \$500,000. Seller is owned by Jack Lazare, and his wife, Marilyn, who have no other broadcast interests. Buyer is owned by Anthony Pescatello and family. It owns New London, Conn.-based bail bonding firm. Pescatello is station's general manager. Filed Nov. 17.
- WYND(AM) Deland, Fla. (1310 khz; 5 kw-D)—Seeks assignment of license from David R. Hill, receiver, to D. Stephen Hollis for \$255,000. Seller is court appointed receiver with no other broadcast interests. Buyer owns WMOC (AM) Chattanooga, Tenn. Filed Nov. 19.
- WTYM(AM) Temple Terrace, Fla. (1300 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Associated Communications of Pennsylvania Inc. to WTYM Radio Inc. for

\$550,000. Seller is Pittsburgh-based company headed by Jack Berkman. It owns WSTV(AM)-WRKY(FM) Steubenville, Ohio, and cellular radio holdings in over 100 cities. Buyer is subsidiary of Family Group Inc., Tampa-based group of two AM's, two FM's and five TV's headed by Ian (Sandy) Wheeler. Filed Nov. 17.

■ WPTB(AM) Statesboro, Ga. (850 khz; 1 kw-U)—Seeks assignment of license from Bonnie Broadcasting Co. to TC Communications Inc. for \$150,000. Seller is owned by Cathy M. Gertner and Barbara Morris. It has no other broadcast interests. Buyer is owned by Thomas W. Cowan. It has no other broadcast interests. Filed Nov. 17.

■ WHBF-AM-FM-TV Rock Island, Ill. (WHBF: 1270 khz; 5 kw-U; WHBF-FM: 98.9 mhz; 39 kw; HAAT: 900 ft.; WHBF-TV: ch. 4; CBS; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,342 ft.)—Seeks assignment of license from Rock Island Broadcasting Co. to Citadel Communications Co. for \$21 million cash. Seller is owned by Ann Potter DeLong. It has no other broadcast interests. Buyer is New York-based group of three TV's headed by Phil Lombardo. Filed Nov. 18.

■ KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa (KSAL: 1150 khz; 5 kw-U; KYEZ: 93.7 mhz; 100 kw; HAAT: 510 ft. KOEL: 950 khz; 5 kw-D; 500 w-N; KOEL-FM: 92.3 mhz; 100 kw; 370 ft.)—Seeks assignment of license from DKM Broadcasting Corp. to Independence Broadcasting Corp. for \$6.75 million. Seller is Lincoln, Neb.-based group of four AM's and four FM's headed by James D. Wesley, president. Buyer is owned by John C. Goodwill and Peter Sulick. Goodwill is former general manager of WPIX(AM) New York. Sulick is former controller. Cablevision Systems Inc. Filed Nov. 17.

■ KSBW(TV) Salinas and KSBY(TV) San Luis Obispo, both California, and KOKH(TV) Oklahoma City, Okla. (ch. 8; NBC; ERP vis. 158 kw; aur. 15.8 kw; HAAT: 2,940 ft. KSBY-TV ch. 6; ERP vis. 100 kw; aur. 12 kw; HAAT: 1,570 ft. KOKH-TV ch. 25; ERP vis. 1410 kw; aur. 141 kw; HAAT: 1,540 ft.)—Seeks assignment of license from John Blair & Co. to Gillett Broadcasting of California Inc. for \$86 million. Seller is publicly owned New York-based group of five TV's and advertising sales representative, headed by Henry R. Silverman. It is being acquired by Reliance Capitol Corp. (BROADCASTING, Nov. 3) Buyer is Nashville-based group of one AM, one FM and nine TV's, principally owned by George Gillett. Filed Nov. 13.

■ KITV(TV) Honolulu, and satellites, KMAU(TV) Wailuku and KHVO(TV) Hilo, all Hawaii (KITV: ch. 4; ABC; ERP vis. 100 kw; aur. 20 kw; HAAT: 50 ft.; KMAU: ch. 12; ABC; ERP vis. 27.5 kw; aur. 4.36 kw; HAAT: 5,910 ft.; KHVO: ch. 13; ABC; ERP vis. 4.68 kw; aur. 1.59 kw; HAAT: minus 823 ft.)—Seeks assignment of license from Shamrock Broadcasting Inc. to Tak Communications Inc. for \$50 million. Seller is Burbank, Calif.-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. Buyer is Vienna, Va.-based computer consultant and group of one FM and four TV's principally owned by Sharad Tak. Filed Nov. 13.

■ WHOM(FM) Mount Washington, N.H. (94.9 mhz; 48 kw; HAAT: 3,300 ft.)—Seeks assignment of license from

Newengco Inc. to Northland Broadcasting Inc. for \$7 million. Seller is owned by Fred Godley and Mason Starring. It has no other broadcast interests. Buyer is subsidiary of Newbarnstable Corp., Boston-based group of three AM's and three FM's, owned by Alfred J. Kaneb. Filed Nov. 20.

■ WRAN(AM) Dover, N.J. (1510 khz; 10 kw-D; 500 w-N)—Seeks assignment of license from BBC of New Jersey Inc. to Atlantic Morris Broadcasting Inc. for \$1,610,000. Seller is owned by Richard Bell. It also owns WALL(AM)-WKGL(FM) Middletown and WJJB(FM) Hyde Park, both New York. Buyer is subsidiary of Orange and Rockland Utilities Inc., Pearl River, N.Y.-based public utility company headed by James F. Smith, chairman. It also owns WDVN(FM) Ocean City, N.J. Filed Nov. 19.

■ WASV-TV Asheville, N.C. (ch. 62; ERP vis. 1,995.3 kw; aur. 19.95 kw; HAAT: 1,009 ft.)—Seeks transfer of control from Millard V. Oakley to Dove Broadcasting Corp. for \$400,000. Seller owns WLIV-AM-FM Livingston, Tenn.; WGYN(AM)-WKXN(FM) Greenville, Ala., and CP for new TV in Midland-Odessa, Tex. Buyer is nonprofit corporation headed by James H. Thompson. It also owns WGSV-TV Greenville, S.C.; WCCT(TV) Columbia, S.C.; WSGE-TV Myrtle Beach, S.C.; KMCT(TV) West Monroe, La., and WMKT-TV Muskegon, Mich. Filed Nov. 13.

■ WHKY(FM) Hickory, N.C. (102.9 mhz; 14.8 kw; HAAT: 325 ft.)—Seeks transfer of control of Joyner Communications Inc. to Keymarket Communications Inc. for \$4.4 million. Seller is Raleigh, N.C.-based group of two AM's and three FM's. Buyer is owned by Kerby Confer and Donald Alt. Confer has interest in North Augusta, S.C.-based group of five AM's and nine FM's. Filed Nov. 18.

■ WHGM(FM) Bellwood, Pa. (103.9 mhz; 250 w; HAAT: 850 ft.)—Seeks assignment of license from John R. Powley to Mid-Atlantic Radio Inc. for \$250,000. Seller is Altoona, Pa.-based group of one FM and four TV's. Buyer is owned by Gregory W. Guise, Herbert J. Gordon, Gary W. Blau and Ronald L. Rubin. Guise is photographer at WUSA Washington, and has interest WADJ(AM) Somerset. Pa. Gordon is reporter at WUSA(TV). Blau is engineer with WNBC(AM) New York. Rubin is general manager of WGMS(AM) Bethesda, Md. Filed Nov. 18.

■ WQPR-FM Uniontown, Pa. (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Tri-State Broadcasting Inc. to Kel-Com Broadcasting Inc. for \$620,000. Seller is owned by Edward Olesh. It has no other broadcast interests. Buyer is owned by Geoffrey Kelley and Marlene J. Heschler. It also owns WCVI(AM) Connelville, Pa. Filed Nov. 10.

■ WCKM(AM) Winnsboro, S.C. (1250 khz; 500 w-D)—Seeks assignment of license from Mediamatrix Inc. to Action Communications Enterprises Inc. for assumption of liabilities. Seller is owned by Frank R. Malette and his wife, Deborah. It has no other broadcast interests. Buyer is owned by David C. Phillips, Albert D. Ervin, Mallard O. Carter, Gary W. Crawford and two others. It owns WYEA(AM)-WAWV(FM) Sylacauga, Ala., and WKJS(AM)-WHBT(FM) Harrison, Tenn. Phillips also has interest in WSIC(AM)-WFMX(FM) Statesville, N.C., and WFSIC(AM)-WRFR(FM) Franklin, N.C. Filed Nov. 19.

■ WIST(FM) Lobelville, Tenn. (94.3 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from WPCT Radio Inc. to Coleman Broadcasting Co. for \$80,000. Seller is owned by George H. Buck. Atlanta-based group of seven AM's and two FM's. Buyer is owned by William R. Coleman and family. It has no other broadcast interests. Filed Nov. 14.

■ KWES(FM) Monahans, Tex. (102.1 mhz; 100 kw; HAAT: 984 ft.)—Seeks transfer of control of Texas Wireless Inc. from Lad J. Macha and Bruce Nelson Stratton (26% each) to Rusk Corp. for \$393,000. Sellers have no other broadcast interests. Buyer is owned by John T. Jones and family. It also owns KTRH(AM)-KLOL(FM) Houston. Filed Nov. 12.

■ KLVJ(AM)-KYRK(FM) Port Arthur, Tex.; WYNK-AM-FM Baton Rouge, La. and KAYI(FM) Muskogee, Okla. (KLVJ: 560 khz; 5 kw-U; KYRK: 94.1 mhz; 100 kw HAAT: 672 ft. WYNK: 1380 khz; 5 kw-D; WYNK-FM: 101.5 mhz; 100 kw; HAAT: 400 ft.; KAYI: 106.9 mhz; 97 kw; HAAT: 125 ft.)—Seeks assignment of license from Hicks Communications Inc. to Narragansett Capital Corp. for \$20 million. Seller is Austin, Tex.-based group of four AM's and four FM's headed by Steven Hicks, president. Buyer is Providence, R.I.-based group of one AM, one FM and one TV.

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headed by John Franks, president. Filed Nov. 7.

■ **KAPE(AM)** Terrell Hills and **KESK(FM)** San Antonio, both Texas (AM: 1430 kHz; 2.5 kw-D; FM: 106.7 mhz; 100 kw; HAAT: 1,000 ft.)—Seeks assignment of license from SIT Broadcasting Corp. to Vision Communications Inc. for \$9,270,000 cash, not including real estate. Seller is owned by brothers Sam. Dan and Frank Sitterle. It has no other broadcast interests. Buyer is former general manager of **KLTE(FM)** Houston. Filed Nov. 13.

■ **WTOY(AM)** Roanoke, Va. (910 kHz; 1 kw-D)—Seeks transfer of control of Commonwealth Media Corp. from Michael M. Waldvogel to Joseph D. Long, James L. Woltz, L.H. Hamlar, Bittle W. Porterfield III, Samuel B. Long, Frank L. Oliver, T.L. Plunkett and James R. Lindsay for \$250,000. Seller has no other broadcast interests. Buyers have no other broadcast interests. Filed Nov. 19.

New Stations

New FM's

■ **Trumann, Ark.**—W-R-I Enterprises seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 820 Highway 63 South, 72472. Principal is owned by K.W. Webb, James H. Roberts and Chiquita Inboden. It also owns colocated **KXRQ(AM)**. Filed Nov. 5.

■ **Rockledge, Fla.**—D.V.R. Broadcasting seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1437 Merion Ct. SE, Port Saint Lucie, Fla. 33452. Principal is owned by Valree Ann Peralta, her husband, Douglas, and Robert Rowland. Rowland owns **WITS(AM)**-**WCAC(FM)** Sebring, Fla. Filed Nov. 5.

■ **Rockledge, Fla.**—Brevard Broadcasting Co. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 818 Buist St., Orlando, Fla. 32826. Principal is owned by Miguel A. Perez, Thomas L. Steede. It has no other broadcast interests. Filed Nov. 5.

■ **Rockledge, Fla.**—Peace FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1165 Clearlake Rd., Cocoa, Fla. 32922. Principal is group of 27, headed by Kenneth West. It has no other broadcast interests. Filed Nov. 5.

■ **Rockledge, Fla.**—Buttercup Broadcasting Co. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1000, Bushnell, Fla. 33513. Principal is owned by Roberta R. Johnson, who also owns colocated **WWLB(AM)**. Filed Nov. 5.

■ **Rockledge, Fla.**—Shaw Enterprises Inc. seeks 102.7 mhz; 3 kw; HAAT: 321 ft. Address: 8675 SW 57th Pl., Cooper City, Fla. 33328. Principal is owned by James H. Hummel and his wife, Elaine. It has no other broadcast interests. Filed Nov. 5.

■ **Rockledge, Fla.**—Orion Communications Ltd. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 482 N. Harbor City Blvd., Melbourne, Fla. 32935. Principal is owned by Michael H. Kahn, who has no other broadcast interests. Filed Nov. 5.

■ **Rockledge, Fla.**—Space Coast Communications Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1227 S. Florida Ave., 32955. Principal is owned by Lori Wilson, who has no other broadcast interests. Filed Nov. 5.

■ **Rockledge, Fla.**—Rockledge Broadcasting Associates Ltd. Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 6401 Azure La., Cocoa Beach, Fla. 32931. Principal is owned by Spencer Allen and four others. It also has interest in **WWON(AM)**-**WNCK(FM)** Woonsocket, R.I., and **WVPO(AM)**-**WSBG(FM)** Stroudsburg, Pa. Filed Nov. 5.

■ **Rockledge, Fla.**—Gonzales Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3390 Valley Vista Rd., Smyrna, Ga. 30080. Principal is owned by Sue Polk and her husband, Laurence. It has no other broadcast interests. Filed Nov. 5.

■ **Rockledge, Fla.**—Leslie E. Green seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 89 N. Broadway, Apt. 121, White Plains, N.Y. 10603. Principal has no other broadcast interests. Filed Nov. 5.

■ **Quincy, Fla.**—Bitner-James Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 6, Box 586, 32351. Principals: Monte R. Bitner and Leah R. James. It has no other broadcast interests. Filed Nov. 19.

■ **Grinnell, Iowa**—Blair Broadcasting Corp. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 909½ Main St., 50112. Principal is owned by Gary D. Blair. It also owns **KGRN(AM)** Grinnell. Filed Nov. 14.

■ **South Sioux City, Iowa**—Fornia Communications seeks 107.1 mhz; 3 kw; HAAT: 80 ft. Address: 1116 27th St.,

51104. Principal is owned by Gary Fornia and Nino Cariaga. Fornia has interest in **KKVU-AM-FM** Tremonton-Garland, Utah. Filed Nov. 13.

■ **Cave City, Ky.**—Steve P. Neville and Judy Crabtree seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2 Box 4-8-3, Cave City, Ky. 42127. Principal has no other broadcast interests. Filed Nov. 18.

New TV's

■ **Dothan, Ala.**—Kimberly Broadcasting Ltd. seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 454.5 ft. Address: P.O. Box 69051, San Antonio, Tex. 78249. Principal is owned by Amanda Kelton, who has no other broadcast interests. Filed Nov. 17.

■ **Fort Walton Beach, Fla.**—H. James Sharp seeks ch. 58; ERP vis. 513 kw; aur. 77 kw; HAAT: 430 ft. Address: 7473 Overton Dr., Leesburg, Fla. 32748. Principal has no other broadcast interests. Filed Nov. 17.

■ **Macon, Ga.**—Peach State Broadcasting Ltd. seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 213.2 ft. Address: 13845 Coyote Hollow, San Antonio, Tex. 78253. Principal is owned by Amanda Kelton, who has no other broadcast interests. Filed Nov. 17.

■ **Ashland, Ky.**—Calvin Ross seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 955 Sylvan Pl., S.W., Atlanta 30303. Principal has no other broadcast interests. Filed Nov. 5.

■ **Ashland, Ky.**—Harry J. Turner seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ **Madisonville, Ky.**—William Sanders seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 365 ft. Address: 3829 River Road, Ellenwood, Ga. 30049. Principal has no other broadcast interests. Filed Nov. 5.

■ **Madisonville, Ky.**—Harry J. Turner seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 364.7 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ **Minden, La.**—John Jones Jr. seeks ch. 21; ERP vis. 5,000; aur. 500 kw; HAAT: 166.2 ft. Address: P.O. Box 203, Houghton, La. 71037. Principal has no other broadcast interests. Filed Nov. 5.

■ **Billings, Mont.**—Yellowstone Broadcasting Ltd. seeks ch. 20; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 549 ft. Address: 13845 Coyote Hollow, San Antonio, Tex. 78253. Principal is owned by Amanda Kelton, who has no other broadcast interests. Filed Nov. 17.

■ **Carlsbad, N.M.**—Public Interest Broadcasters seeks ch. 25; ERP vis. 1,399.6 kw; aur. 139.96 kw; HAAT: 184.25 ft. Address: 101 Little Oak Lane, Altamonte Springs, Fla. 32714. Principal is owned by Dean C. Engstrom and Les White. White has interest in **KHCT-TV** Salina, Kan. Filed Nov. 19.

■ **High Point, N.C.**—Steed Broadcasting seeks ch. 67; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 865 ft. Address: 315 Johnson St., Crockett, Tex. 75835. Principal is owned by Ray D. Steed, who has no other broadcast interests. Filed Nov. 19.

■ **Morganton, N.C.**—James Wingate seeks ch. 23; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 436 ft. Address: 1101 Wakefield, Greensboro, N.C. 27410. Principal has no other broadcast interests. Filed Nov. 14.

■ **Elk City, Okla.**—Calverda Waddleton seeks ch. 31; ERP vis. 10 kw; aur. 1 kw; HAAT: 455.1 ft. Address: 1718 Martin Luther King Blvd., Tyler, Tex. 75702. Principal has no other broadcast interests. Filed Nov. 19.

■ **Arecibo, P.R.**—Jose A. Ortiz Lozada seeks ch. 60; 1,000 kw vis.; 100 kw aur.; HAAT: 1,243 ft. Address: P.O. Box 3285, 00613. Principal has no other broadcast interests. Filed Nov. 17.

■ **Sioux Falls, S.D.**—Darryl Madlock seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 569.5 ft. Address: 5105 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Nov. 5.

■ **Sioux Falls, S.D.**—John H. Echols seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 570 ft. Address: 6248 Ridgecrest Rd., Dallas 75231. Principal has no other broadcast interests. Filed Nov. 5.

■ **Beaumont, Tex.**—Johnnie Woodbury seeks ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 606.2 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77489. Principal has no other broadcast interests. Filed Nov. 5.

■ **Livingston, Tex.**—Harry J. Turner seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 213 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ **Charleston, W.Va.**—Melvin Jones seeks ch. 29; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 577 ft. Address: 1006 Los Palmos, Grand Prairie, Tex. 75053. Principal has no other broadcast interests. Filed Nov. 5.

■ **Fairmont, W.Va.**—RSO Broadcasting Inc. seeks ch. 66; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 830 ft. Address: P.O. Box 6794, Huntsville, Tex. 77340. Principal is owned by Richard S. Ohendalski, who has no other broadcast interests. Filed Nov. 17.

■ **Jackson, Wyo.**—Bear Broadcasting Ltd. seeks ch. 2; ERP vis. 10 kw; aur. 1 kw; HAAT: 1,188. Address: P.O. Box 69051, San Antonio, Tex. 78249. Principal is owned by Amanda Kelton, who has no other broadcast interests. Filed Nov. 17.

■ **Jackson, Wyo.**—William L. Cook seeks ch. 2; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,070 ft. Address: 509 First National Plaza, El Dorado, Ark. 71730. Principal has no other broadcast interests. Filed Nov. 17.

Facilities Changes

Applications

AM's

Tendered

■ **WGNZ (650 kHz)** Titusville, Fla.—Seeks mod. of CP to add night service with 1 kw; install DA-N; change freq. to 660 kHz, and make changes in ant. sys. App. Nov. 24.

■ **WSEN (1050 kHz)** Baldwinsville, N.Y.—Seeks CP to increase power to 7.5 kw; change freq. to 780 kHz, and make changes in ant. sys. App. Nov. 19.

■ **WCBX (1130 kHz)** Eden, N.C.—Seeks CP to increase day power to 10 kw; install DA-2, and make changes in ant. sys. App. Nov. 21.

■ **WCCS (1160 kHz)** Homer City, Pa.—Seeks mod. of CP to increase night power to 750 w. App. Nov. 21.

RESPECTED.

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proceeding. Approved settlement agreement and dismissed with prejudice apps. of Contemporary. Powell Communications and Charisma Radio Partners; granted Marion Broadcasting Co.'s app. for new FM station at Marion, and terminated proceeding. By MO&O, Nov. 13.

■ Bluefield, W. Va. (Interface Productions Inc., et al) TV proceeding. Granted petition by Living Faith Ministries Inc. and enlarged issues against Paul Lambert Ltd. to determine whether Lambert is legally qualified to be commission licensee; whether there exist undisclosed real parties in interest to Lambert app., and if so, who those persons are, and whether Lambert has abused commission's processes. By MO&O, Nov. 13.

■ Baraboo and Menomonie, Wis. (Baraboo Broadcasting Corp. [WRPQ] and Phillips Broadcasting Co. [WMNE]) AM proceeding. By separate orders: granted Phillips' motion for summary decision and resolved environmental issue in its favor; conditionally granted amended app. of Baraboo resulting in first nighttime AM service in Baraboo, Wis., on WRPQ; granted app. of Phillips modifying facilities of WMNE Menomonie, and terminated proceeding. By MO&O's, Nov. 14.

ALJ Joseph P. Gonzalez made following decisions:

■ Rancho Cordova, Calif., and Tonopah, Nev. (Minority Communications of California Inc. and Tonopah Broadcasters Inc.) AM proceeding. Approved settlement agreement and dismissed with prejudice app. of Tonopah Broadcasters for AM facilities at Tonopah; granted app. of Minority Communications for new AM station at Rancho Cordova, and terminated proceeding. By MO&O, Nov. 7.

■ Bluffton, S.C. (Dohara Associates Inc. and Sharon R. Fulmer) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Sharon R. Fulmer; granted Dohara's app. for new FM station at Bluffton, and terminated proceeding. By MO&O, Nov. 7.

ALJ Edward J. Kuhlmann made following decisions:

■ Anchorage (David A. Rawley Jr., et al) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of David A. Rawley and Borealis Broadcasting Inc.; granted app. of Northern Way Broadcasting Inc. for new FM station at Anchorage and terminated proceeding. By MO&O, Nov. 12.

■ Henderson, Ky. (Western Kentucky University) Ed-FM proceeding. Granted Western Kentucky's renewed motion for summary decision and to limited extent resolved main studio issue in its favor; conditionally granted Western Kentucky's app. for new noncommercial FM station at Henderson, and terminated proceeding. By MO&O, Nov. 10.

ALJ Walter C. Miller made following decision:

■ Hastings, Neb. (Charles Ray Shinn, et al) FM proceeding. Granted Charles Ray Shinn's motion for summary decision and resolved air hazard issue in his favor. By MO&O, Nov. 14.

ALJ Richard L. Sippel made following decision:

■ Bunnell, Fla. (Meredith Corp., et al) TV proceeding. By separate orders: granted motions by Meredith Corp. and Bunnell Communications Inc. to enlarge issues against Glenda McLeod and Bunnell Television Co. to determine whether potential interference of their short-spaced television transmitter sites would be insignificant and whether granting of waiver would be in public interest; granted in part Bunnell's petition to enlarge issues against McLeod to determine antenna and transmitter site availability, and, whether McLeod misrepresented and/or was lacking in candor by proposing site without having obtained reasonable assurance of its availability. By MO&O's, Nov. 10 and Nov. 14.

ALJ Joseph Stirmer made following decisions:

■ Northampton, Mass. (Northampton Media Associates, et al) FM proceeding. Approved settlement agreement between Northeast Communications and Cutter Broadcasting Inc., and dismissed Northeast's app. with prejudice. All other apps. remain in hearing status. By MO&O, Nov. 10.

■ Mifflinburg, Pa. (FM-98 and Hale Communications) FM proceeding. Granted to limited extent, Hale's motion to enlarge issues against FM-98 to determine: whether FM-98 failed to fulfill its issues/programs list responsibilities; whether it failed to maintain a public file; whether it made misrepresentations, exhibited lack of candor, or made improper certifications to commission, and in light of foregoing, whether FM-98 possesses requisite qualifications to remain commission licensee and whether grant of its app. for renewal of lic. would serve public interest. By MO&O, Nov. 12.

Call Letters

Applications

Call Sought by

New TV's

WRJM-TV Shelly Broadcasting Co., Troy, Ala.
*WIEB Islamorada Educators Broadcasting Inc., Islamorada, Fla.

Existing AM's

KFAY KHOG Demaree Media Inc., Farmington, Ark.
KHOG KFAY Bowman & Caselman Enterprises Inc., Fayetteville, Ark.

Existing FM's

WLMX WOWE Chattanooga Radio, Rossville, Ga.
KEZF KID-FM Simmons Family Inc., Idaho Falls, Idaho
WIZF-FM WSAI Inter Urban Broadcasting of Cincinnati Inc., Erlanger, Ky.
WJOI WNRN Aylett B. Coleman, Virginia Beach, Va.

Existing TV

WFXT WXNE Twentieth Holdings Corp., Boston

Grants

Call Assigned to

New AM

KAJD Denali Broadcasting Co., Juneau, Alaska
WRRD Minority Christian Radio of West Virginia,

Blennerhassett, W. Va.

New TV

WTVA Bay Television Inc., St. Petersburg, Fla.

Existing AM's

KESS KSSA Mark Rodriguez Jr. Broadcasting Inc., Fort Worth
WOZN WABK Kennebec-Tryon Communications Corp., Gardiner, Tex.
WKZN WPED Elting Enterprises Inc., Crozet, Va.
KAOO KLSN Lilac City Broadcasting Co., Spokane, Wash.

Existing FM's

WAVK WPLC Key Chain Inc., Marathon, Fla.
WFSY WONE-FM The Woodfin Group, Panama City, Fla.
KATZ-FM WZEN Inter Urban Broadcasting of St. Louis, Alton, Ill.
KZMZ KTIZ Alexandria Broadcasting Co., Alexandria, La.
KKBE KKEE New West Broadcasting Co., Alamo-gordo, N.M.
KSSA KESS Latin American Broadcasting Co., Fort Worth
WMZK WJMT-FM Roberts Broadcasting Inc., Merrill, Wis.

Existing TV's

KGWC-TV KCWY-TV Stauffer Communications Inc., Casper, Wyo.
KGWN-TV KWWY Stauffer Communications Inc., Cheyenne, Wyo.
KGWL-TV KOWY Stauffer Communications Inc., Lander-Riverton, Wyo.
KGWR-TV KWWY Stauffer Communications Inc., Rock Spring, Wyo.

Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Class C FM: in northern Wisconsin seeking a manager strong in sales to lead a staff to conquer an undeveloped market. Outgoing self-starter. B.A. degree in a related field a must. Experience a requirement. Excellent benefits. Box L-42.

Great opportunity for strong, creative, aggressive general manager. Single station AM market near large city, South Central U.S. Must carry account list, hire and train sales personnel. Responsible for bottom line. Great earning potential. Salary negotiable. Send resume to Box L-92.

If you're ready for the sun belt, this may be your opportunity. We need a local sales manager immediately at KAYD/KAYC in Beaumont, Texas. Class C FM giant awaits the right person. Apply now to Box 870, Beaumont, TX 77704, or call GM 409-833-9421.

GSM. WCOL/WXGT-FM, Columbus, OH seeks qualified applicants for general sales manager position. Applicants should have previous highly successful sales management experience in the broadcast industry. Applicants should have the ability to train, direct and motivate sales staff of 11. Great organization skills required, as well as ability to work closely with 5 other department heads and highly sales oriented GM for bottom line success or our two stations. Budgeting, goal achievement and track record are a must. This is not a turn around situation. Our stations are established and successful. If you have what it takes to contribute to our success, send resume to: Randall L. Rahe VP/GM WCOL/WXGT-FM, 195 E. Broad St., Cols., OH 43215. Qualified applicants will be contacted for interviews. EOE.

Business manager: Major FM needs someone to manage all aspects of its business and traffic operations. Two years experience required. Degree preferred. Mail resume to Bruce Holberg, WUSL, 440 Domino Lane, Philadelphia, PA 19128. EOE.

General manager, upstate New York, fulltime AM, single station small market. Aggressive street salesman on the way up. Market underdeveloped, room to grow. Send resume to Box M-12.

General manager for #1 rated metro FM in Midwest college town. Must have 3 year GM experience, CRMC, college degree or equivalent experience. Must have ability to hire, train, and motivate entire staff with emphasis on increasing sales. Group ownership offers excellent compensation package and advancement. Rush resume, past earnings, and compensation requirements to Box M-10.

HELP WANTED SALES

WITU-FM is expanding and looking for experienced radio sales people. Send letter of introduction, resume and work references to WITU, P.O. Box 370, Cobleskill, NY 12043.

Cape Cod WFCC, the new 50,000 watt FM, seeks exemplary general sales and marketing manager to develop and administer sales strategy and personnel for this community, and promotion, oriented station. Experience in classical format and sales familiarity with Cape Cod's market a plus. WFCC will begin broadcasting in three months. Send resume, achievement summary, references and salary requirements to Joseph A. Ryan, WFCC Radio, P.O. Box 551, S. Orleans, MA 02662. EOE.

Combo small market sales specialist/station sales builder needed. Self-starter, management. Stock purchase possible six-months. Resume Box L-98

Improve yourself, \$18,000 to start to the right experienced person. In rapidly growing area near Chicago. Send track record and resume. Box M-17.

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Road, Virginia Beach, VA 23451.

General sales manager for only full power, commercial classical music station in St. Louis. Hire and direct sales staff. Assist in program development, research, and promotions. Highly motivated with strong people skills. Experience required. Send resume to General Manager, KFUO FM, 85 Founders Lane, St. Louis, MO 63105. An EOE, M/F.

Wanted: disc jockey-sales combination live wire, self-starter, independently owned, community oriented radio station, country music. 703-221-1124, Virginia.

We're looking for the best! HOTTEST Combo in one of the fastest growing markets in the country! Are you a consistent top 10% achiever? Do high commission checks motivate you? Can you compete successfully against the B-E-S-T? Senior A/E position with unlimited earnings potential. Innovative environment focused on excellence. BEST sales team in town; BUT we need one more player. EOE. Resume: Patrick Foy, WROQ/WAES, 400 Radio Road, Charlotte, NC 28216.

HELP WANTED ANNOUNCERS

Announcer: Soft contemporary Class C FM station in northern Wisconsin is looking for an air personality with leadership experience and good communications skills. Excellent benefits. Box L-43.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box L-15.

Personality DJ with experience and production skills to communicate with and entertain our audience in studio and on remote broadcast. Tape and resume to Missouri's most powerful FM station KMZU, 102 N. Mason, Carrollton, MO 64633. EOE.

Classical station needs fulltime producer/announcer. Growing sunbelt market, near beaches. Salary above average and commensurate with experience. Excellent benefits. Must have smooth delivery, production experience, and knowledge of classical music. Send tape, resume and salary history to: Joe Martin, WHIL-FM, Post Office Box 160326, Mobile, Alabama 36616. No phone calls. WHIL-FM is an equal opportunity employer.

Morning talk host. Programing experience helpful. Major market talk radio station. Send resume. Southeast. Box M-13.

Talk show host wants to talk. Currently in top fifteen market. Call Doug 412-321-2895.

Help! Capable young man in L.A. needs first air job in small Western market. Bags packed. Gene 213-66-2602.

HELP WANTED TECHNICAL

Chief engineers needed for Keymarket, a fast growing broadcast group with stations in the Southeast, Midwest and Northeast. Two years experience required. Send resume and references to Keymarket, Director of Engineering, 804 Carolina Ave., North Augusta, SC 29841 EOE.

2 Chief engineers: AM 1kw, FM upgrading to 50KW, West Virginia area. AM 5kw, FM 3kw, Portsmouth, NH. Experience in transmitter, studio installations & FCC compliance. Send resume to Joe Jarjoura, P.O. Box C, Falmouth, MA 02540.

HELP WANTED NEWS

Newsperson to gather, write and deliver top notch newscast. Must be experienced. Play by play helpful. Tape and resume to Missouri's most powerful FM station, KMZU, 102 N. Mason, Carrollton, MO 64633, EOE.

Experienced news director for beautiful vacation area. Full time AM-FM in northern Wisconsin. \$12,000 starting salary. Letters and resumes only to: GM WOBT-WRHN Box 738 Rhinelander, WI 54501.

Long Island 10kw AM. Experienced anchor/reporter with professional sound and good reporting skills. Tape and resume to George Drake, WLIM, Woodside Avenue, Patchogue, NY 11772. EOE.

Award winning Southeast Ohio AM/FM needs journalist with untiring dedication, strong voice, and leadership abilities to oversee local/regional news operation. If you're the kind cursed with story ideas that accumulate so fast that Clark Kent couldn't do them all... the kind who craves the enthusiasm, discernment and encouragement of a great staff... the kind who even go to west Texas for the right job, but would rather live in beautiful southeast Ohio - then send your resume and tape to WATH/WXTQ, Box C, Athen, OH 45701.

Radio producer/fundraising. This is a unique opportunity in public radio. The radio producer/fundraiser is responsible for planning strategies to encourage new, renewed and additional support from our listeners to meet specific dollar goals and to implement these strategies in a comprehensive on-air campaign. This position goes beyond planning and executing pledge weeks - we're looking for a creative individual with excellent production and fundraising skills to oversee and implement a year-round presence for fundraising on our air. We seek a person who understands the rudiments of audience research as applied to fundraising, who can motivate an award-winning production staff and coordinate their efforts with a stationwide fundraising effort. Candidates should have at least two years of professional radio and fundraising experience, possess good radio production techniques, an understanding of good fundraising techniques and a demonstrable ability to find creative solutions to problems. Send resumes to: Ellen Kraft, Assistant Radio Manager, WGBH FM, 125 Western Ave., Boston, MA 02134.

Sports news commentator: Spanish. Analyze sport news and write commentary for Spanish broadcast purposes. Gather information, interview athletes attend news meetings, sport events, etc. Analyze and interpret information, write commentary, present live commentary. Two years experience. Salary \$28,500 per year. Job site and interview in Los Angeles, California. Send this ad and your resume to: Job number NOF404, P.O. Box 9560 Sacramento, California 95823 - 0560. Not later than December 10. If offered employment, you must show right to work in USA.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager, some news, public affairs, remotes. Send tape, WWIZ, Box 1120 Hermitage, PA 16148. Position open January.

Producer/host for live, satellite Christian radio network and major market Christian radio station. Must have proven experience with live radio, music production, and automation. Send tapes and resume to: Wayne Pederson, SkyLight Satellite Network, 3003 North Snelling, St. Paul, MN 55113. Equal opportunity employer.

Spanish editor. Focus on the Family, a non-profit Christian organization, seeks audio production engineer with exceptional tape editing skills to assist in developing syndicated radio broadcast and related projects. Must speak fluent Spanish. Send resume/production demo to Gary Lydic, Personnel Dir., 41 E. Foothill, Arcadia, CA 91006

SITUATIONS WANTED MANAGEMENT

Successfully employed major market Indy TV seeks upward move with established company. Experience includes sales and general management successes with top companies. Radio, television or cable. Call 415-731-0395.

Desirous of general manager position with part or full ownership investment of AM/FM property. Open to all areas of USA. Ted Smith, 97 Rt. 202, Suffern, NY 10901. 914-357-9425 or 914-356-7060.

Successful 90 day turnarounds. "Hired Gun" team with winning track record available for long-term assignment in 150,000+ metro. Box L-68.

Available immediately-general manager, with outstanding administrative, people and sales management skills. Bottom line, profit motivated. Seek a return to coastal waters. Doug Clements 515-280-6163.

Attention Midwest! Successful sales manager ready to be your next GSM or GM. Small to medium markets, currently leading #1 sales team. Great track record, early 30's family man. All offers considered Box L-90.

Top broadcaster 25 year pro: sales national sales - major market programmer - corporate management, engineering-first FCC. I will increase your revenues, lower overhead - raise ratings and I will increase your bottom line. Call now 305-225-0761.

General manager available... currently employed, but station selling. Excellent people skills, good motivator and teacher. Strong sales, bottom line oriented. Experienced, dedicated and ambitious. Top 100 market preferred. Box M-7.

GM in top 100 market looking for new GM involvement. Present employer increased billing from 700K to 1.2 million in 1 1/2 years of my management. Unique circumstances necessitate change. Seeking owners looking to skyrocket FM facility into top contention. Will carry list, personally supervise sales staff. Assertive, energetic decision maker. 100% relocatable. Highly sales oriented. Box M-15

14 years radio. All facets. Now assistant sales manager - desires management position small/medium market. Box M-4.

Experienced, mature broadcaster. Programming, production, sales seeks operations/program manager - ship small to medium market. Box M-5.

16 years in broadcasting: experience in all areas including management. Call Barry 906-786-7790.

Attention: MD, VA, NC, SC, & TN: 20 year broadcast veteran presently with an international broadcasting concern seeks management or sales position. Have sales, news, announcing and production experience. Salary negotiable. Box M-6.

SITUATIONS WANTED ANNOUNCERS

Eight year pro seeks advancement opportunity. Strong production, extensive pop music background. Call after 7 p.m. central. 316-665-8066.

Personality/communicator seeks new challenge in a bigger medium market. AC or country. Great voice, solid production. Ten years experience. Greg Ramsey 615-645-9736.

Northeast/New England: Experienced other media. Returning to radio. Any format. Investment desirable. Box L-80.

Help! Broadcasting school graduate, currently stuck in restaurant management, seeking on-air employment. Prefer upper midwest. Dave 414-462-1928.

Jovial announcer desires morning drive in medium market. Novelty production/character voices a specialty. Dennis Staples 419-255-5665/255-1221.

Available now! DeeJay production man, degree in broadcasting. 1 1/2 years experience. Some news. Prefer Midwest market. Call 307-745-4811 ext 133. Write 1912 Thornburgh, Laramie, WY 82070.

Help! Capable young man in LA needs first air job in small Western market. Bags packed. Gene 213-666-2602.

Talk show host wants to talk. Currently in top fifteen market. Call Doug 412-321-2895.

SITUATIONS WANTED TECHNICAL

Director/chief. Highly experienced. SBE certified, licensed. Audio studio design, construction, directionals, budgets, supervision. Box L-93.

Engineer. Experienced AM/FM, FCC general, certified. Tim Low, 65 Cod St. Eureka, CA 95501. 707-444-3675.

Chief engineer looking for similar position in eastern market. 15 years experience includes FM, AM, studio, transmitter, and satellite installation, repair, and maintenance. Phone 919-762-3105.

No golden ear but many years experience as AM/FM chief. Will work with you for desired sound. Call Lynn 812-336-8306.

SITUATIONS WANTED NEWS

Need basketball PBP? Junior college basketball experience -- plus minor league baseball and football. Sports Director for medium market, ready to relocate. David -- 618-627-2844.

Looking to break into radio news. Some non-commercial experience. Tape, including 'street interviews', resume, writing samples. Robert Brown, work number 212-867-7020.

Ownership change eliminated my position. Experienced enthusiastic, news and sports director looking for news, sports, or news/sports combination position. College, high school PBP experience in five sports. Call Bill, 205-794-1320 or 205-792-7687.

News director. Twenty years major and medium market experience in radio, television and newspapers. Looking for major market challenge after success at highly rated public radio station. Black. Family man. Box M-9.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

I'll talk for my supper! 25 year veteran all phases radio, seeking PD and/or talk-show host. Currently employed. Box L-40.

16 year pro with major market experience seeks new PD/OM opportunity in top 100 AC/CHR. 100% relocatable. Steve Sulton, Phone 912-244-8642.

I love to work hard, experienced programmer/air talent. Ready to build you a winner. Phone Craig 718-343-2192.

Major programmer/personality AC-CHR urban, pioneered the power format. Successful track record, top ratings all formats. Former national PD; for immediate increase in ratings all formats and revenues. Call 305-225-0761.

MISCELLANEOUS

Radiobook. Affordable, accurate audience ratings for small and medium market. Full demographics and dayparts. A&A Research, 406-752-7857

Comedy: Disabled, retired comic DJ has copyrighted original one-liners. Send \$8 for sample. Joe-King, Box M-22.

TELEVISION

HELP WANTED MANAGEMENT

Sales manager. Opportunity within growing broadcast group for individual to manage operations and sales efforts in regional office of Midwest network affiliate. Applicants must have local television sales experience, be creative, a self-motivator with take charge attitude and a proven sales track record. Send resume and salary history to: Box L-85.

Sales manager: Sunbelt. Growing company with network TV station looking for individual to train inexperienced but committed sales team, must be people oriented. Excellent compensation package. Send resume to: K TEN-TV, P.O. Box 1425, Durant, OK 74702.

South central NBC affiliate in 100+ market looking for sales manager. Must have aggressive positive attitude and proven track record. National sales experience helpful but must have extensive sales knowledge on local level. Send resume and salary history to Box M-16.

Sales development manager. Top 20 Eastern affiliate seeking experienced sales/marketing person to create strategies, develop projects and deliver presentations that will result in new business. Background should include broadcast sales and retail experience. Production skills, comfort with research, vendor and co-op knowledge and good organizational sense a must. A first class broadcast group, excellent salary and benefits. Resume, references and salary requirements to Box M-11. EOE, M/F.

General sales manager. Outstanding opportunity for right person. Assertive, aggressive, proven salesperson required. Strong background in business development and promotions a must. Write why you should be considered, with resume and salary requirements to: Gene Bohi, WGGT-TV, P.O. Box 1618, Greensboro, NC 27401. EOE.

HELP WANTED SALES

Account executive. Television sales experience necessary for ambitious account person with growth potential in excellent market. Send resumes to: Local Sales Manager, WTVF, 474 James Robertson Pkwy, Nashville, TN 37219.

Are you a top biller at an independent station and ready for affiliate television? NBC affiliate in top 50 looking to recruit a "street fighter" for local direct business in one of the fastest growing markets in the SE. An opportunity and a challenge to "make your name" await you. Reply immediately by letter and resume to L. Lynch, LSM, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

TV account executives needed for new La Crosse/Eau Claire, WI independent. Live in God's country. Valid lists open, commission 10-15%, benefits. Join a fast growing group, get in on the ground floor. Call 608-781-0025. EOE.

General sales manager, top 30 market independent, central Ohio area. Need well-organized GSM with UHF independent experience. Start-up/great opportunity with fast growing company. Send resume to Box L-89.

National sales manager. WHNS-TV 21, #1 independent in the Carolinas, is seeking to fill the position of national sales manager in the Asheville-Greenville-Spartanburg market. Qualified applicants should have either 3 years national rep or NSM independent experience. Send resume to Doris Friend, Personnel Manager, 521 College St., Asheville, NC 28801. EOE, M/F.

Sales manager for local ESPN, MTV, USA & CNN cable advertising sales in the Southeast. (65,000 subscribers). Must be proficient in developing new business, have strong local and regional sales background, and excellent communication & management skills. Send resume with salary history to Box M-8.

Account executive, 2 years independent sales experience preferred. Proven track record in broadcast and strong organizational skills a must, looking for highly motivated individual. Send resume to Local Sales Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE, M/F.

HELP WANTED TECHNICAL

TV maintenance engineer for UHF independent station/production facility in Los Angeles. Applicant must have minimum of 1-2 years experience in component level maintenance of broadcast systems. General Class license or SBE certification preferred. Salary based on experience--excellent benefits and working environment. Send resume/references to Steven Glickman, CE, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025 or call 213-479-8081.

Experienced UHF transmitter engineer. Housing furnished at beautiful Ozark Mountain site near small town, 45 min. from Fort Smith, Arkansas. Progressive, growing group operated. Contact John McNally, KWTW, 7401 N. Kelley, Oklahoma City, OK 73111.

Experienced broadcast engineer/technician required to commission, troubleshoot and maintain TV and FM antennas. A thorough knowledge of transmission line and antenna fundamentals, including testing and matching techniques, is required. The successful candidate must be willing to travel extensively and work on towers, as required. We offer an excellent wage/benefit package and the opportunity to grow with a young and growing company within a large and established international organization. Reply in confidence to Box L-84.

Assistant chief engineer. Immediate opening at Chicago UHF TV station. Familiarity with studio equipment and UHF transmitter necessary. Excellent salary and benefits. Send resume to: Bernie Hoelting, WCIU-TV Channel 26, 141 W. Jackson - Suite 3200, Chicago, IL 60604. EOE.

Chief engineer. Small market VHF network affiliate. Sunbelt. Must replace retiring chief. Must be people oriented and technically qualified. Excellent compensation package. Send resume to: K TEN-TV, P.O. Box 1425, Durant, OK 74702.

Chief engineer for KIFI-TV, Idaho Falls, ID, NBC affiliate. We have top notch equipment to maintain and 4-man department. Harris BT35H transmitter, Sony ENG, Ampex one-two inch, Sony 1/2 inch, Duca-Richardson/Grass Valley switchers, stereo audio, satellite C/KU downlinks, DVE, TM Graphics, computerized sequencer spot player. Must have 8 years minimum hands-on experience and solid state knowhow. Excellent salary for this size market and great place to raise family. Contact Herm Haebele, Station Manager, 208-523-1171. EOE station.

Opening for broadcast engineering supervisor in charge of transmitter. Responsible for supervision, installation, operation, overall maintenance and major repair of the transmitter facilities. BS or specialized technical degree with 5 to 7 years broadcast experience required. Supervisory experience needed. Equivalent education or experience accepted in lieu of degree. Please submit resume to UNM Personnel, 1717 Roma NE, Albuquerque, NM 87131. AA/EOE.

Chief engineer for Midwest UHF. Hands-on expertise in maintenance and operation of UHF transmitter, microwave and studio equipment. SBE certification or general class license required. Excellent benefits, salary commensurate with experience and qualifications. Send resume to Kent Campbell, KMIZ, 501 Bus. Loop 70 E., Columbia, MO 65201 or call 314-449-0917.

TV chief transmission engineer supervises operation and maintenance of five (5) TV transmitters interconnected by a ten-unit microwave system, plans equipment upgrades and replacements, and coordinates implementation of projected technical improvements. The successful candidate should have at least two years of maintenance related technical experience in TV broadcasting. BS/EE degree. Salary range from \$21,502 - \$33,930; exact placement depends on experience. Send letter of application, resume, three references and salary history to: Personnel Office - AETN, P.O. Box 1250, Conway, AR 72032. AETN is an AA/EOE

HELP WANTED NEWS

WHOI-TV is still searching for an AM cut-in/noon anchor. College degree and experience required. Please send resume and tape by December 15, 1986 to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Co-anchor to male anchor wanted for market affiliate in competitive market. Two year contract offered. Send tape and salary requirements to Steve Keeley, WMDT-TV, Salisbury, MD 21801. EOE, M/F.

Co-anchor. Aggressive CBS affiliate searching for long-term commitment for 6 and 10 newscasts. Need team player to complement male co-anchor. Minimum two years experience. Send tape and resume to Larry Statser, News Director, KFDA-TV, P.O. Box 1400, Amarillo, TX 79189.

10 PM producer wanted for dominant NBC station. Send resume and tape to Jon Janes, News Director, WOC-TV, 805 Brady St., Davenport, IA 52808.

Photographer. 2 years experience in daily news and/or series work. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

Producer for evening news in 140's market. NBC affiliate. New, growing station. Must have 18 months experience as producer. Send resume and tape to Paul Thompson, 180 East Fourth St., Chico, CA 95928.

Public affairs director, needed by CBS affiliate involved in statewide projects. Send resume and letter detailing your philosophy for public affairs, experience with state-wide projects, salary requirements, to News Director, KOLN/KGIN, P.O. Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

Start-up NBC affiliate has openings for GA reporters & weatherperson. New facility with the finest state-of-the-art equipment in this part of the country. Send resume, demo tape & salary requirements to KTGF, P.O. Box 1219, Great Falls, MT 59403.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director: West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape, resume and salary requirements to Charles Staufer, KCOY-TV, 1503 N. McClelland St., Santa Maria, CA 93454. EOE.

Are you into visual cliches, flying boxes, and special effects "just because we can?" Well then, go away, we're not looking for you. Are you a production person with a sense of graphic design who cares about the details, is organized, talented and just a bit compulsive? Are you comfortable editing CMX, doing ADO work, and interfacing with Quantel paintbox and Chyron? Do you believe that a sign-on can be as important as a news open? We may be looking for you. Send a resume and anything but a form letter to Box L-88.

PM Magazine co-host/producer. Number one station in the top 50 market looking for dynamic personality with creative ability in story/feature producing to work with male co-host/producer. Prior PM Magazine experience preferred. Send resume/audition tape to Human Resources Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE, M/F.

Executive producer: Applicant must have a minimum of five years commercial television experience with at least two years in news room management. Successful candidate will have strong producing and people skills, and be able to help create a winning news product. No tapes, or calls. Send resume to: Dave Davis, News Director, P.O. Box 2009, Durham, NC 27702. A Cap Cities/ABC Station. EOE.

SITUATIONS WANTED MANAGEMENT

Successfully employed major market indy TV seeks upward move with established company. Experience includes sales and general management successes with top companies. Radio, television or cable. Call 415-731-0395.

GSM/LSM: Incredible share increases - tremendous overachievement record. Creative, professional, continuously employed broadcaster with proven people skills seeks relocation in South or MW. Box M-1.

SITUATIONS WANTED TECHNICAL

Old, experienced video/RF engineer will live/work anywhere in world, except Lebanon. Call George at 601-992-1853 and let's talk.

SITUATIONS WANTED NEWS

Meteorologist. Four years forecasting experience with 2 years top 50 market broadcasting experience. Goal: Medium sized market. Salary: Negotiable. Box M-14.

Meteorologist seeking position in small-medium market. Experience in forecasting, radio, computer graphics, and college lecturing. AMS seal eligible. Dynamic presentation. Jim 703-883-5665 daytime.

Reporter or re-entry position in TV news. One year medium market experience with BS in journalism. Named outstanding student in broadcast journalism. Dedicated, versatile. Anchor, reporter, talk show and writing experience. Ready to relocate. Donna - 213-461-1090.

Sportscaster: Recent college graduate seeks on-air position in television sports broadcasting. Sports director of college radio station. Currently employed as a sportswriter. Four years PBP experience and strong interviewing skills. Videotape available. John 201-755-2522.

Meteorologist: Spring '86 graduate, summer intern. Seeking start in small to medium market. Joe 515-277-1781.

Sports producer: Producer Cable News Network. 12 years experience. Looking for sports producer position in major league market. Box M-3.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Artists with 2-D, 3-D paint and computer animation experience seeks creative production positions. Call 319-324-7587.

National award-winning scriptwriter, New York State Press Association award-winning journalist. Ph.D. with excellent research skills and record of proposal successes. L. Buttino, 107 Cypress St., Rochester, NY 14620. 716-461-5566.

MISCELLANEOUS

Primo People looking for the very best investigative, consumer, medical and feature reporters. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant or associate professor to teach production design, management. Ph.D. required. Professional experience beneficial. Tenure track. Salary competitive. Application deadline: December 15, 1986. Include resume with names, addresses of references. Send to George Wead, Department of Communications, James Madison University, Harrisonburg, VA 22807. AA/EOE.

Graduate assistants with professional experience in broadcast journalism needed for 86-87 to help teach class in TV and radio news while earning an MA in journalism. New studio plus well-equipped ENG facilities. Full fee waiver plus minimum \$700 monthly stipend for nine months. Contact Director, School of Journalism, Ohio State University, Columbus, OH 43210.

Ithaca College: School of Communications. The School of Communications at Ithaca College seeks applicants for the following faculty opening in the television-radio department beginning August 15, 1987. Assistant or associate professor in basic and advanced video production/direction. Secondary areas include audio production, media writing and computer applications in video. Experienced in television set design and lighting desirable. Ph.D or MFA with successful teaching experience required. Professional experience desirable. Position is tenure-eligible with rank and salary based on qualifications and experience. Applications should include a current vita and a statement of interest. In order to receive full consideration, applications should be received by January 15, 1987. Address applications to Chair, Video Production Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850 607-274-3242. Ithaca College is an EOE/AA employer.

The University of Tennessee's College of Communications is seeking outstanding broadcasters interested in becoming university professors/researchers. Persons with significant media experience plus bachelors degree may be admitted directly into Ph.D. program. Coursework emphasizes theory/research core with broadcasting concentration. Applicants should complete coursework in two years. Also, one-year master's program available in media management for qualified applicants. Teaching/research assistants available. Contact Dr. H.H. Howard Communications, University of Tennessee, Knoxville, TN 37996. Complete applications for fall 1987 due March 1. GRE required.

Los Angeles University seeks department chair, radio-TV-film, associate or full professor. \$32,501 - 49,547, nine-month appointment starting August, 1987. Teach one course in area of expertise. 650 majors. 16 full time, 18 part-time faculty, offering B.A. and M.A. Department is involved with grant projects and interdisciplinary programs. Position requires earned doctorate in broadcasting, film, or related area, minimum five years university teaching, scholarly achievement, evidence of creative contributions/research, expertise in administration with leadership experience in planning, personnel administration, resource improvement and management. Experience in grants and contact development desirable. Tenure achieved as faculty member, not as chair. Application, resume, at least three references by January 31, 1987 to Alan Armer, RTVF, California State University, Northridge, CA 91330. Women and minorities specifically encouraged. Equal opportunity/affirmative action employer.

The University of Portland invites applications for a tenure-track position of assistant or associate professor to teach video production and other courses in communications, beginning September, 1987. Documented college-level teaching effectiveness is required. Applicant's background should include: teaching courses in broadcast production, writing and performance. A working knowledge of video uses in organizations. Further requirements: Ph.D., commitment to a liberal arts education, and teaching flexibility extending to at least one of the following areas -- speech, radio production, computers in communication, journalism. Salary is commensurate with experience. Deadline: January 15, 1987. Applicant should submit a detailed vita, three letters of recommendation and appropriate supporting material. The University of Portland is an EOE/AA employer with a tradition of private, Catholic, liberal arts and professional education. Send to: Barbara Hackett, Search Committee Chair, Department of Communication, University of Portland, 5000 N. Willamette Blvd., Portland, OR 97203.

Los Angeles University seeks instructor or assistant professor to teach beginning and advanced film production and screenwriting. Tenure track. \$23,620 - 31,040, nine-month appointment starting August 1987. Minimum of two years experience in university teaching and some industry experience desired. Terminal degree -- doctorate or MFA -- desired. Candidate with degree near completion will be considered. Applications, resume, names of three references to Dr. Kenneth Portnoy, RTVF, California State University, Northridge, 18111 Nordhoff, Northridge, CA 91330. Minorities and women expressly encouraged. Deadline January 31, 1987.

Loyola Marymount University communications division has three full time tenure track faculty openings. Undergraduate programs in film/television production, recording arts, screenwriting, and media studies/management. Graduate programs in production and screenwriting. Professional production facilities in television, film, and sound recording. Position #1: Assistant Professor to teach in cinematography, editing, directing. Video experience also desired. Position #2: Assistant/Associate Professor to teach all levels of television production, videography, lighting, videotape editing. Position #3: Assistant Professor to assume direction of the recording arts program in music/film/video recording and some engineering. A terminal degree and professional credits are required for all three positions. Potential for continued creative work and/or scholarly research is required. Send application letters with resumes and names/phone numbers of three references to Donald J. Zirpola, Division Head, Communications Division, Loyola Marymount University, Loyola Blvd. at West 80th Street, Los Angeles, CA 90045. Deadline: January 12, 1987 or until position is filled.

Search reopened for assistant professor (tenure track) to teach broadcast production and writing, and other courses in the successful candidate's specialty beginning August 1987. Also expected: scholarly/creative productivity; supervision of interns, student productions and graduate student theses; advising; and general university and community service. Candidates should have the Ph.D. in mass communications. Professional background, university-level teaching experience and quantitative research skills are desirable. Salary will depend upon qualifications. Send application letter, vita and three letters of recommendation to Dr. Barbara Cloud, Chairperson, Department of Communication Studies, University of Nevada, Las Vegas, Las Vegas, NV 89154. Review of applications will begin Dec. 15, 1986, and continue until the position is filled. UNLV is an equal opportunity/affirmative action employer.

Assistant or associate professor for Fall 1987 to teach communication law and broadcast law and regulation, with additional expertise in broadcast journalism, radio production or sales and management. Candidates should have five years broadcasting experience and prior university-level teaching in law and one other specialty area listed above. Ph.D. of J.D. preferred. Attractive fringe benefits: salary based upon experience, qualifications. Send application letter, resume, three reference names to Dr. W. Richard Whitaker, Chairman, Department of Journalism, Broadcasting and Speech, Buffalo State College, Buffalo, NY 14222. Application deadline January 15, 1987, or until position filled. Contingent upon approval by the State University of New York. An equal opportunity-affirmative action employer, applications from women and minority candidates are particularly encouraged.

HELP WANTED TECHNICAL

Rapidly growing video production facility in fast-paced Boston market seeking maintenance tech/editor. Must have thorough knowledge of all phases of post-production maintenance including Sony BVH 2000 and BVU 3/4" video recorders, GVG switchers and DVE. Editing experience a definite plus. Resumes and references to Production Manager, Box 874, Derry, NH 03038.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

Comedy material. Free samples: Ghostwriters, 2301 Unity Avenue North, Dept. BR, Minneapolis, MN 55422 or call 612—522-6256.

Holiday series idea: votes by YOUR congressional delegation on the major 1986 issues. Great newsroom resource! Vote Note, 148 G. St., S.W. Washington, D.C. 20024. 202—484-1840.

INSTRUCTION

Television master control operator training. Includes FCC license preparation and simulated station experience. Skill-Tech Institute, 1800 No. Highland Ave., Suite 224, Hollywood, CA 90028. 213—463-5946.

MISCELLANEOUS

Consultant-station owner 20 years broadcasting experience desires to handle financing packages for acquisitions/expansion/equipment leasing for immediate funding. Write: P.O. Box 205, Mountlake Terrace, WA 98043.

200 movies for sale. High quality video, 3/4", 1" and Pal formats. Write for listing. V. Stasiunaitis 7321 W. Breen, Niles, IL 60648. 312—966-0496.

3000 government jobs list. \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

EMPLOYMENT SERVICES

Stuff your holiday stocking with an exciting new opportunity for 1987! Television, radio, corporate communications. The Hot Sheet. 813—786-3603.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303—665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845—8888.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888. Telex 910—240-3856.

25KW FM-Harris FM25K(1986), Harris FM25K(1983), Sparta 625(1975) McMartin BF 25""K10KW FM-Harris 10 HS""5KW-Bauer 605 B, RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B"" 2.5 FM-Sparta 602A""1KW FM Syntronics 1.5KW, Gates FM1B, RCA BTF 1E, Transcom Corp. 215—884-0888.

10KW AM -RCA BTA 10H-on air""5KW-RCA BTA 5T1-on air""250W-Collins 250G, Transcom Corp. 215—884-0888.

50kw AM- GE 4BT50A2, on air, excellent condition, w/over \$15,000 in spares. Transcom Corp. 215-884-0888.

Harris SX-1, 1KWAM, 1985, mint, going up in power, Transcom Corp. 215—884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again, Bill Kitchen, Quality Media 303—665-3767

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303—665-3767.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303—665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303—665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303—665-3767.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303—665-3767.

Excellent equipment! UHF-VHF transmitters: 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM, 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher; Ikegami HL-77-immaculate! Laird 3615A; Sony VO-2800s; Antennas-TX line; much more! Call Ray LaRue 813—685-2938.

Over 100 AM/FM transmitters in stock. AM - 50kw thru 1kw. FM 40kw thru 1kw. All complete - all books - all spares. Besco International, 5946 Club Oaks DR, Dallas TX 75248. 214—630-3600. New # 276-9725.

Two RCA 60kw UHF transmitters. Tunable 14-29. Good condition. One available immediately, other 60 days. 404—299-1175.

AM transmitters: 50, 10, 5, 2.5, 1, .5, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178 314-664-4497.

Good condition. Quanta Q-7B character generator. JVC CR4 700U portable video recorder. Call 404—485-1168.

3/4" evaluate videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$8.99. 60 minutes \$11.99. Elcon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. Collect 301—845-8888 or toll free 800—238-4300.

1000' stainless tower: Heavy duty, can erect at your site. Available immediately. Additional RF equipment available. Mr. Palmquist. 800—323-1212 or 815—964-4191.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042

Copper! For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317—962-8596. Ask for copper sales.

RCA TCR-100 with TR-60 master machine. Recently refurbished with spare heads, parts and cartridges. Call KRIV-TV, 713—626-2610, Wendell Wyborny, VP/CE.

AFC/Microdyne 14 ft conical horn satellite antenna with motor drives and MAP controller. Call KRIV-TV, 713—626-2610, Wendell Wyborny, VP/CE.

Five RCATK44A studio cameras with lenses and pedestals. System includes camera control unit and cable. Call KRIV-TV, 713—626-2610, Wendell Wyborny, VP/CE.

FM transmitter, 25kw. McMartin. Currently on air. Avail. Jan. '87 Includes Harris MS-15 exciter. Exc. condition. Offer. 205—956-2227.

Sony BVU-200/500 3/4" editing systems, 2 avail. Checked and ready. \$3,000 each. Maze Broadcast. 205—956-2227.

Grass Valley 1400-7 20 input, 3 ME switcher, plus one model 400, 32 X 32 routing switcher. Best offer. Maze Broadcast. 205—956-2227.

New and used towers, complete tower services. engineering, turn-key, erection and demolition. Nationwide, bonded and insured. 402-467-3629

RADIO

Help Wanted Management

GENERAL MANAGER

Expanding, respected media group seeks strong, aggressive, hands-on selling general manager. If you have people skills, a proven track record of sales growth and sales management experience plus the ability to organize, budget, train and manage this growing AM/FM combo in gem of a small northeast market, we want to hear from you right now. You'll receive salary, override, and a significant slice of the increase you bring to the bottom line. Once you're set up and rolling, we leave the managing to you. We have AM/FM combos in beautiful communities in New York, Vermont, Virginia and Maryland; with more coming soon! If you enjoy the rewards of success and look forward to the opportunity of career growth, this is the job for you. EOE. Box M-21.

Help Wanted Management Continued

IN SEARCH OF EXCELLENCE

Do you...have a strong track record in the development of medium to major market radio?...think AM radio has a future in broadcasting?...believe in full service, informational radio?...have the ability to motivate intelligent, talented people who are considered tops in their field?...want a company and a future, not just a station?...want to be paid what you're worth?

Then we should talk!

Contact (in writing)

Peter Shurman

President, Radio Division

Standard Broadcasting Corporation Ltd.

2 St. Clair Ave. W., Toronto, Ontario
Canada M4V 1L6

AFFILIATE RELATIONS

Radio network seeking person experienced in dealing with station management. Position located in New York City.

Send resume to:

P.O. Box 226 - Dept. 49-B
Church Street Station
New York, NY 10008

OWNERSHIP FOR MANAGERS

Equity interest for successful radio general managers. Get "a piece of the action" for outstanding performance. Send resume and letter of specific accomplishments to: USA Communications Inc., 3716 Hillsboro Rd., Nashville, TN 37215 Attn: Mr. Davis. EOE, M/F/H/V.

Help Wanted Programing, Production, Others

MAJOR NYC FULL SERVICE AM IS LOOKING FOR A BRIGHT, TALENTED PROGRAMER TO JOIN ONE OF AMERICA'S PREMIER OUTLETS IN THE NEWLY CREATED POSITION OF ASSISTANT PROGRAM DIRECTOR.

IF YOU ARE...

- AN ORGANIZED SELF STARTER
- ABLE TO WORK AS A TEAM MEMBER
- A CREATIVE CONTRIBUTOR WITH SHOW-BIZ INSTINCTS
- AN IDEA PERSON WITH FOLLOW-THROUGH SKILLS
- STRONG IN THE AREA OF ON-AIR PRODUCTION
- ANXIOUS TO BE "HANDS-ON" INVOLVED WITH KEY PROMOTIONAL ACTIVITIES
- A "PRO" ABLE TO RELATE TO AND MOTIVATE SEASONED AIR PERSONALITIES

LET'S HEAR FROM YOU. PLEASE SEND RESUME AND ANY OTHER MATERIALS THAT HELP TO TELL YOUR STORY TO:

BOX M-20

Help Wanted Sales

SALES MANAGER

Internal promotions have created two sales management positions at this aggressive Southern radio network. Contact Vester Emerson at 601-388-2323.

Situations Wanted Management

GM

Young GM in top 10 market seeks opportunity with growth-oriented broadcast company that believes in research and promotion. Write Box M-18.

Situations Wanted Announcers

JAZZ STATIONS!

Life long jazz buff's dream is a job at a jazz station. I've been in radio more than 20 years with highly successful stints as DJ, sportscaster and program director. Now working in a major market. Make my dream come true. Will locate anywhere. 314-867-3011

TELEVISION

Help Wanted Management

Manager Domestic & International Promotion

Your syndication or television promotion savvy gets the high ratings at Viacom

One of the television industry's leading syndicators of first-run and off-network television programs seeks an experienced television promotion professional.

A crucial contributor to the success of our shows and their national ratings, this position reports directly to the Director of our Creative Services Department.

If you have an excellent track record of success during your 2-3 years in syndication or television promotion, we'd like to meet with you.

To apply, send your resume with salary history to: Director of Employment, Viacom International, Inc., 1211 Avenue of the Americas, New York NY 10036.

An equal opportunity employer.

 **Viacom
International,
Inc.**

Help Wanted Management Continued



WHAT PART WILL YOU PLAY IN THE FUTURE OF TELEVISION?

Component analog, digital, MAC, HDTV....where is it all headed? One thing is certain: studios and equipment will be as different in the year 2000 as today's are compared to those of the 1950's.

What role will yours be in the process: spectator or participant?

If you are an experienced television systems engineer with a strong desire to help shape the future of television, consider joining the marketing team at the Grass Valley Group. As PRODUCT MARKETING MANAGER, you'll be dealing with a broad range of customers and will be working hand-in-hand with some of the best design engineers in the business.

If you're a creative, highly motivated individual with at least 5 years of television systems design experience, send your resume immediately to:

DEPT. MP03E

EOE: M/F/H/V

Grass Valley Group®

P.O. Box 1114 Grass Valley
California 95945

OPERATIONS/PRODUCTION MANAGER

Needed for television support services contract at NASA/JSC in Houston. BA or BS degree in business, communications, RTF or equivalent. Requires 10 years progressive television management experience of large scale production/postproduction facilities. Responsibilities include production implementation, facilities management, coordinating and supervising production/technical operations personnel at central onsite television facility. Equipment complement consists of high-end broadcast systems, i.e. Grass Valley, Ikegami, Ampex, CMX, Sony, etc. Salary commensurate with experience, excellent benefits. Send resume, salary history and references:

STELLACOM, INC.

Attn: Doug Shadle, Project Manager
16441 Space Center Blvd.
Houston, Texas 77058
713-480-3377

Help Wanted Management Continued

GENERAL SALES MANAGER

New Spanish television station in the Salinas-Monterey market needs professional GSM to lead aggressive sales team. Must have an extensive and successful background in independent TV station in both local and national sales for a minimum of 5 years.

Send resume and salary requirements (no phone calls, please) to:

WARREN TRUMBLY
Station Manager
KSMS-TV
46 Garden Court
Monterey, CA 93940

An equal opportunity employer

Help Wanted Sales

LOCAL SALES

NBC affiliate in Northern California medium market seeking experienced professional account executives to service agency and client accounts in growing market. Reply GM, KSBW-TV, Box L-27. EOE.

FIFTEENTH MARKET Press Relations Director

KOMO TV, Seattle's ABC Network affiliate, is looking for a Press Relations pro with at least five years supervisory and organizational skills. Someone who writes well, has great interpersonal skills and experience working with broadcast trade and daily newspaper press. Candidates should have a college degree in Journalism or a related field. Qualified applicants should send resumes and work samples to: KOMO Personnel Department, 100 Fourth Avenue North, Seattle, Washington 98109. EOE

KOMO 4 TV
abc

Help Wanted Programing, Production, Others Continued

Producer

WFSB, Post-Newsweek in CT is looking for a first-rate producer for a 5pm broadcast that blends a hard news segment with news-driven interviews and features. The person we seek has newscast-producing experience, but also knows how to produce exciting and provocative talk segments. If you have a strong journalism background, understand television, have eclectic tastes, know how to manage and lead, are very organized, and are looking for an exciting challenge with a top notch television station, please send letter and resume to:

Mark Effron
News Director
WFSB
3 Constitution Plaza
Hartford, CT 06115

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3

ALLIED FIELDS Help Wanted Management

President

NATIONAL PRESS FOUNDATION

The National Press Foundation, a rapidly growing non-profit organization dedicated to professional excellence in journalism through mid-career programs, is seeking a president and chief operating officer based in Washington, DC. Duties include fundraising, administration of small staff and oversight of educational programs. Ideal qualifications include development experience, proven leadership ability and a commitment to quality journalism. Salary and benefits negotiable. Send resume and letter by Jan. 10, 1987 to: The Search Committee, National Press Foundation, P.O. Box 57084, Washington, DC 20037-0084.

Help Wanted Technical

JULES COHEN & ASSOCIATES, P.C.

Consulting Electronics Engineers has an opening for a staff engineer. EE Degree holder preferred but qualifying experience in AM, FM and TV will be considered. Salary open. Send resumes to: 1730 M St., NW, Suite 400, Washington, DC 20036.

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Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, December 11, 1986, from 10:30 AM to 12:30 PM in the board room of National Public Radio, 2025 M Street, N.W., Washington D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and committee reports. The committees will meet on December 10 at the same location.

Help Wanted Sales

SALES MANAGER

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Northeast. Headquartered in New York, the successful candidate will be required to travel an average of one week a month. Challenging opportunity for the right person. Send resume and salary requirements to David Whitcombe, Broadcasting Magazine, 1735 DeSales St., NW, Washington, DC 20036.

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- Newspeople

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Business Opportunities

Investment Capital

Employed major market general manager seeks investment capital to purchase station(s) in \$20,000,000+ markets. Write Box M-19.

Wanted to Buy Stations

Small broadcasting company looking to acquire FM or AM/FM combo in the 500K to 2000K range. Please reply: Box L-104.

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Seattle, WA 98104
206-622-6236

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Fulltime AM with class A FM located in small market with limited competition. Asking \$650,000 with \$150,000 down.

Contact Ed Shaffer 404-998-1100.



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For Sale Stations Continued

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Rky Mtn.	Met	AM/FM	\$1525K	\$200K	David LaFrance	(303) 534-3040
Rky Mtn.	Met	AM/FM	\$1500	\$300K	GregMerrill	(801) 753-8090
SW	Sm	AM/FM	\$1400K	Cash	Bill Whitley	(214) 680-2807
Rky Mtn.	Med	AM/FM	\$1100K	\$175K	David LaFrance	(303) 534-3030
SE	Sm	AM	\$975K	Terms	Mitt Younts	(202) 822-8913
SE	Sub	AM	\$800K	Cash	Ernie Pearce	(404) 998-1100
MW	Sm	AM/FM	\$750K	\$200K	Bill Lytle	(816) 941-3733
MW	Med	AM/FM	\$725K	\$175K	Bill Lochman	(816) 941-3733
SW	Sm	FM	\$450K	\$135K	Jim Mergen	(818) 366-2554

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338, 404-998-1100.



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nationwide media brokers

LOUISIANA COMBO

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Contact Ernie Pearce 404-998-1100.



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206-622-6236

AM/FM PUBLIC SALE

An AM/FM property in Newport, Oregon will be publicly sold by a federal receiver on December 5, 1986. For details contact the receiver, Dennis P. McManus 503-265-9484.

For fast Action Use BROADCASTING'S Classified Advertising

PLAN NOW...

Due to upcoming holidays, the following early deadlines will apply to classified advertising:

Advertisements for the December 29, 1986 issue are due by noon EST, Thursday, December 18, 1986.

Advertisements for the January 5, 1987 issue are due by noon EST, Wednesday, December 24, 1986.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

James M. Moroney Jr., chairman and CEO, A.H. Belo Corp., Dallas, will retire Jan. 1. Moroney, 40-year employee of Belo, has been CEO since 1983 and chairman since 1984. He will serve as full-time consultant and assume title, chairman of executive committee of board of directors. **Robert W. Decherd**,



Moroney



Decherd



Sheehan



Huey

president and chief operating officer, replaces him as chairman and CEO. **James P. Sheehan**, executive VP and chief financial officer, replaces Decherd as president and chief operating officer. **Ward L. Huey Jr.**, president and CEO, Belo Broadcasting Corp., adds title of vice chairman of parent.

Jerry Ryan, general sales manager, Duffy Broadcasting Corp.'s KTKS(FM) Denton, Tex., joins KLZI(FM) Phoenix as VP and general manager, upon anticipated FCC approval of sale of station to Duffy. **Gayle Shaw**, general sales manager, Duffy's KRZN(AM)-KMJI-FM Denver, named VP and general manager, newly acquired KIIJ(AM)-KIXS-FM Killeen, Tex., upon FCC approval. Duffy is Dallas-based owner of two AM and three FM stations.

Mark Fuerst, independent consultant, joins noncommercial WXPB(FM) Philadelphia as general manager.

Peter May, owner and operator, KBXT(AM) Duluth, Minn., joins KSTP(AM) St. Paul, Minn., as general manager. May is selling his interest in KBXT.

Don J. Weir, general manager, KEED(AM)-KSND(FM) Eugene, Ore., joins KWLO(AM)-KFMW(FM) Waterloo, Iowa, as general manager.

Robert H. Lochte, program director, WETO(TV) Greenville, Tenn., named general manager.

Walter Mayo, from WGGB-TV Springfield, Mass., joins WRPT(AM)-WMDK(FM) Peterborough, N.H., as general manager.

Michael J. Kirchen, general manager, WKXS(FM) Marion, S.C., joins WDAR-AM-FM Darlington, S.C., as general manager.

Gerald W. Agema, chief financial officer, Tribune Broadcasting Co., Chicago, named VP and chief financial officer.

Martha Shannon, development director, non-commercial KPBX-FM Spokane, Wash., joins National Public Radio, Washington, as development associate.

Thomas Hansen, operations manager, WTZA(TV) Kingston, N.Y., joins WVNY(TV) Burlington, Vt., as operations director.

Scott Knowles, operations officer, Southwest Tulsa (Okla.) Bank, joins Eagle Cable Inc., Tulsa-based multiple cable system operator, as business manager.

Peggy Milner, director, business affairs, KMOV-TV St. Louis, named business manager.

Joyce Feaster, traffic assistant, Scripps Howard Broadcasting's WEWS(TV) Cleveland, named traffic manager, co-owned WFTS(TV) Tampa, Fla.

John Estevez, account executive, WRGT-TV Dayton, Ohio, joins noncommercial WPTD(TV) Kettering, Ohio, as account executive, developing and marketing department. He will be responsible for corporate underwriting and fund-raising activities.

Marketing

John H. Tiedemann, senior VP and national sales manager, ABC-TV, New York, named senior VP and general sales manager. **Marvin F. Goldsmith**, VP, Eastern sales, replaces Tiedemann as senior VP and national sales manager.



Tiedemann



Miller

Donald B. Miller, senior VP, marketing and sales, Media General Broadcast Services Inc., New York broadcast spot buying firm, named president and CEO.

Appointments at Select Radio department, Blair Radio: **William McHale**, executive VP, Blair's Selcom, New York, to president; **Scott Donahue**, VP and New York sales manager, to VP and Eastern regional manager;

William L. Servick, VP and Atlanta sales manager, to VP and Southern regional manager; **David H. Adams**, VP and Los Angeles office manager, Blair Radio, to Select Radio in same capacity; **Betty J. Estle**, former Los Angeles office manager, to senior account executive, Dallas. Appointed VP's, Blair Radio: **Jane Doherty**, manager, Boston office; **Rita E. Starr**, Detroit office manager; **Cindy Sacks**, Houston office manager; **Mike Weinstein**, Philadelphia office manager. **Mercedes Cappizzi**, sales assistant, Blair Radio, Philadelphia, named account executive.

Henry Schafer, VP, primary and social research, Capital Cities/ABC Inc., New York, named VP, network market research, marketing and research services. **Paul E. Sonkin**, VP, news and affiliate research, named VP, network audience research, marketing and research services.

Craig Wiggins, president and chief operating officer, Foote, Cone & Belding Communications Inc., continental Europe region, named CEO, FCB/Europe. **Antonio Beja**, president and CEO, Latin America, Pacific and Southern Africa region, named chairman and CEO. Wiggins is based in London and Beja in New York.

Ric Cooper, senior VP and general manager, Bozell Jacobs, Kenyon & Eckhardt, Omaha office, named executive VP.

Appointed senior VP's, D'Arcy Masius Benton & Bowles, New York: **Ellen Azorin**, VP and creative group head; **Brian Hughes** and **Douglas MacMullan**, VP's and associate media directors; **Peter Nord**, VP and group head; **Norman Siegel**, VP and art director. **Kenneth Merz** and **Abbie Snyder**, managing directors, named VP's.

Rosiland Greene, VP and group supervisor, Altschiller Reitzfeld Inc., New York, named senior VP. **Michele Belier**, VP and associate media director, Ogilvy & Mather Partners, New York, joins Altschiller Reitzfeld as VP and media director.

Angela Pumo, account executive, WTBS(TV) Atlanta, named VP and national sales manager. She is based in New York. **Ron Snyder**, account executive, Los Angeles, named VP and Western regional sales manager.

Leslee Heskiaoff, media planning director, Independent Media Services, New York media planning and buying company, named VP.

Lynne Simon, Western regional sales training coordinator, Hillier, Newmark, Wechsler & Howard, Los Angeles, named VP, sales.

Jesse Macias, press secretary, Bill Mitchell, California congressional candidate, joins Inter-Ad, San Diego advertising agency, as VP and head of San Diego office.

Brad Davidson, director, marketing, marine products division, Moeller Manufacturing, Memphis, joins Merritt Mosby Advertising there as VP, marketing.

Debra Katz Weisberg and **Carol A. Trifone**,

VP's and account supervisors, Ingalls, Quinn & Johnson, Boston, named VP's and management supervisors.

Irene DeMarchi-Gondella, administrative director, HBM/Creamer Inc., Pittsburgh, named VP, administration and personnel.

Ralph Robison, owner, KOKC(AM) Guthrie, Okla., joins Lowe Runkle Co., Oklahoma City advertising agency, as director, creative services.

Appointments at Blair Television: **Jack Whalen**, account executive, New York, to sales manager; **Lisa Coghlan** and **Chester Elton**, account executives, New York, to assistant sales managers; **Marty Kinkead**, independent specialist, Boston, to independent specialist, Atlanta; **Peter Senseney**, account executive, Independent Television Sales, New York, to account executive.

Appointments at Henry J. Kaufman & Associates Inc., Washington advertising agency: **Merrick Murdock**, associate producer, National Rural Electric Cooperative Association, Washington, to broadcast producer; **Michael Oeschle**, assistant account executive, Kaufman, and Carol Corner, public affairs specialist, Brookings Institution, Washington, to account executives; **Heather McFarlane**, media relations assistant, National Association of Manufacturers, Washington, to assistant account executive.

David Wham, account service director, Broyles Allebaugh & Davis, Denver, joins DDB Needham Worldwide there as account manager.

Marion Caracciolo, coordinator, sponsorship sales, Lifetime, New York, named manager, sponsorship sales. **Michael McCarthy**, general sales manager, KQVR(TV) Stockton, Calif., joins Lifetime as account executive.

Peter Von Gal and **Roy Israel**, account executives, MMT Sales Inc., New York, named team sales managers. **Mary Jane Laidlaw**, account executive, MMT Sales, Minneapolis, named manager, Charlotte, N.C., office. **Mark Manders**, from WCCO-TV Minneapolis, replaces Laidlaw at Minneapolis office. **Mathew Thornton**, from WGAR-AM-FM Cleveland, joins MMT Sales there as account executive. Appointed account executives, MMT Sales, New York: **Fran Fuss**, from Seltel, New York; **Julie Weiss**, from Blair TV, New York; **Kevin Byrnes**, former salesman, U.S. Shipping Lines, New York; **Patty Brown**, from Seltel, New York; **Charles Ponger**, sports manager, Storer TV, New York; **David Katz**, from WYOU(TV) Scranton, Pa.; **Brian Huegel**, from TeleRep, New York.

Appointments at Harrington, Richter & Parsons Inc.: **Michael Kaufman**, account executive, Los Angeles, to sales manager; **Rick Rudolph**, from WITI-TV Milwaukee, and **Maureen Clinton**, assistant account executive, Harrington, Richter & Parsons, Chicago, to account executives, Chicago; **Shirley Gudry**, account executive, MMT Sales, Dallas, to account executive, Dallas; **Judy Cote**, account executive, WTVD(TV) Durham, N.C., to account executive, Charlotte, N.C., office.

Dawn Menta, account executive, WNAQ(AM) Naugatuck, Conn., joins ESPN Inc., Bristol, Conn., as commercial sales coordinator. **Lisa Mitchell**, assistant media buyer, Vitt Media International, New York, joins ESPN there as

advertising sales service coordinator.

Gerri Calandro, administrative assistant, Christopher Thomas Associates Inc., Garden City, N.J., named broadcast media coordinator.

Richard B. Russ, media buyer, Bozell, Jacobs, Kenyon & Eckhardt, New York, joins Katz Radio there as account executive. **Susan Lichtenstein**, account executive, Seltel, New York, joins Katz American Television there as sales executive. **Teresa Spodek**, account executive, Seltel, Dallas, joins Katz Independent Television there as sales executive.

Diane McCormick, assistant account executive, W.B. Doner & Co., Detroit, named account executive, retail department.

Mary Helen Holzgang, reporter, WCIR(AM) Chestertown, Md., joins Dresner Communications, Baltimore advertising agency as account executive.

Bruce Krawetz, local sales manager, WLS-AM-FM Chicago, named general sales manager.

Nancy Bryant, account executive, WMZQ-AM-FM Washington, named general sales manager.

Kevin Donohue, local sales manager, KMOL-TV San Antonio, Tex., named general sales manager. **Mort Barrett**, general sales manager, named sales marketing manager.

Peggy Huss, general sales manager, KBGT-TV Albion, Neb., joins WVMY(TV) Burlington, Vt., as general sales manager.

Keith James, sales manager, KNUS(AM) Denver, joins KHH(FM) Denver, as general sales manager.

Elizabeth Yoder, from KBPI(FM) Denver, joins WWKX(FM) Gatlin, Tenn., as general sales manager.

Pat Ferraro, sales manager, WYEZ(FM) Elkhart, Ind., joins WSBT(AM)-WNSN(FM) South Bend, Ind., as sales manager.

Crystal Clemons, retail account executive, WMCA(AM) New York, joins WOR(AM) there as retail sales representative. **Charles M. Cohen**, director, traffic/continuity, WOR, named food sales representative.

Harvey E. Hutchinson, account supervisor and promotional shows manager, Schultis Enterprises, New Orleans, joins KZKC(TV) Kansas City, Mo., as account executive.

Bubba Reding, from KBUC-AM-FM San Antonio, Tex., joins KTSA(AM) there as account executive.

Sylvia Herndon, account executive, WXII(TV) Winston-Salem, N.C., named account executive, Greensboro, N.C., sales office.

Sally S. Pasley, promotion and marketing manager, WCPX-TV Orlando, Fla., joins WECZ(FM) Charlotte, N.C., as account executive.

Programing

John A. Matoian, VP, development, CBS Scholastic Productions, New York, named VP, program development, CBS Entertainment, New York.

Mary-Ellis Bunim, co-executive producer,

NBC's *Santa Barbara*, joins New World Television, Los Angeles as VP, tape programs.



Phillips

William F. Phillips, VP, marketing, Rainbow Programing Services, Woodbury, N.Y., named general manager, Rainbow's Bravo service.

Jennie Trias, director, children's programs, West Coast, ABC Entertainment, Los Angeles, named VP, children's program series.

Shelley Fischel, VP, human resources, Home Box Office Inc., New York, named senior VP, human resources.

Peter Golden, casting director, Universal Studios, Universal City, Calif., joins NBC Entertainment, Los Angeles, as director, casting.

Carol Forace, director, program sales development and research, Tribune Entertainment Co., Chicago, named VP, research and sales development. **Anne Rogers**, director, station sales/media programing, named VP, station sales.

Edward M. Shea, former VP and general manager, WTTG(TV) Washington, joins BizNet, public affairs service of U.S. Chamber of Commerce, Washington, as director, broadcast marketing.

Melissa A. Hoffman, director, speciality programing, Vestron Video, New York, joins Esquire Video, New York division of Esquire Magazine Group, as creative director.

Leslie Learner, promotion coordinator, Multimedia Entertainment, New York, joins Orbis Communications there as creative services supervisor. **Paul S. Williams**, marketing director, West Coast, Association of Independent Television Stations, joins Orbis, Los Angeles, as station sales account executive, West Coast.

Bill Cunningham, executive news producer, WMAQ-TV Chicago, joins Access Syndication, Studio City, Calif., as managing editor, *Hollywood Close-Up*.

John Campagna, media coordinator, A.C. Nielsen Co., New York, joins ESPN Inc., Bristol, Conn., as program research coordinator. **Elizabeth Malone**, regional sales administrator, Showtime/The Movie Channel, Los Angeles, joins ESPN there as affiliate marketing representative, Western region.

Casey Lanken, sales manager, Shore Buick Chrysler, Marmora, N.J., joins Lorimar-Telepictures domestic distribution group as account executive, Chicago office.

Wendy Wheeler Higginbotham, former programing and promotion director, Family Group Broadcasting's WFTX(TV) Cape Coral, Fla., joins Family Group, Tampa-based owner of five TV stations, as programing coordinator.

David Iseman, from WMJX(FM) Boston, joins WCIB(FM) Falmouth, Mass. as program director.

Peter W. Morrill, executive producer, Idaho Public Television Network, Boise, joins non-commercial WUFT(TV) Gainesville, Fla., as

Fla., joins WSOC-TV Charlotte, N.C., as director, weather services, and chief meteorologist.

Dwayne Jackson, political correspondent, WHIO-TV Dayton, Ohio, joins WPVI-TV Philadelphia as general assignment reporter.

Katie Couric, from WTVJ(TV) Miami, joins WRC-TV Washington as general assignment reporter.

Technology

Bruce Oyen, president, Movielab Video, New York, joins Palace Production Center, post-production subsidiary of Praxis Media Inc., South Norwalk, Conn., as president and general manager.

Anand Kumar, independent consultant, joins Washington International Teleport as executive VP.

Rob Wieland, assistant director, post production, ABC Circle Films, Los Angeles, named VP, post production.

Dominick J. Figliomeni, photographer and editor, production department, WTEN(TV) Albany, N.Y., joins VideoVideo, Scotia, N.Y., production and post-production facility, as photographer, editor and account executive.

Jay Segimoto, from Alta Video, Los Angeles, joins Varitel Video there as staff editor. **Lynn Cameron**, sales assistant, Varitel Video, named account executive.

Howard Kietz, engineer, WLEX-TV Lexington, Ky., named supervisor, engineering maintenance. **Bill McFarland**, from WKYT-TV Lexington, and **David Lloyd**, recent graduate, University of Kentucky, Lexington, join WLEX-TV as graphic artists.

Promotion and PR

Kim Rowley, publicist, ABC-TV, Los Angeles, joins Fox Broadcasting Co. there as director, publicity. **Fred Warner**, director, creative services, KABC-TV Los Angeles, joins Fox as director, on-air promotion.

Paul Schneider, publicity director, Yonkers (N.Y.) Raceway, joins Madison Square Garden Network, New York, as director, public relations.

Richard W. Gibbs, former director, public relations, Toledo Edison, Toledo, Ohio, joins Mills Hall Walborn, Cleveland advertising agency, as VP and general manager of newly formed public relations division. **M.J. Shaughnessy**, account executive, Mills Hall Walborn, named public relations account executive.

Jay B. Rosenstein, VP, business development, CBS Broadcast International, New York, joins The Management Co., public relations division of Ohlmeyer Communications Co., New York, as VP.

Appointments at wxmi(TV) Grand Rapids, Mich.: **Sharon Wood**, promotion manager, to director, communications; **Lisa Wilson**, cable coordinator, adds duties as promotion manager; **Carleen Gordon**, community relations manager, to manager, community affairs; **Monica Fatum**, recent graduate, University of

Nancy McCormick, 26, traffic reporter, WKRC(AM) Cincinnati, was killed Tuesday morning, Nov. 25, when her helicopter crashed into a remote wooded area outside the city. Also killed was pilot Dan Gould of Federated Aviation, Cincinnati helicopter company. The cause of the crash was apparently related to poor visibility in fog. According to station officials, McCormick radioed WKRC from Mays Heliport, near Cincinnati's Lunken Airport, to say that the fog was not bad enough to delay takeoff. At 6:31, one minute after takeoff, radio contact was lost. Because of the fog, it took two hours to find the helicopter, which had crashed into California Woods, a nature preserve east of Cincinnati. McCormick, who had served as station's traffic reporter for three and a half years, joined WKRC in 1980 as an intern. Her death came a month after the Oct. 22 helicopter crash that killed WNBC(AM) New York traffic reporter Jane Dornacher ("Fates & Fortunes," Oct. 27).

Notre Dame, Notre Dame, Ind., to publicist and special events coordinator.

Pete Mobilia, former chief correspondent, WPOP(AM) Hartford, Conn., joins St. Francis Hospital and Medical Center there as press relations officer.

Allied Fields



Jensen

Irv Jensen, former senior research analyst, Frank N. Magid & Associates, Marion, Iowa, joins The Strategic Alternatives Co., newly formed business consulting division of BHN Advertising, St. Louis, as president.

Jay Oxtan, VP and general manager, cable services division, First Data Resources Inc., Omaha distributor of data processing and management information for cable industry, named president, cable services division. **Stan Durey**, manager, addressable systems and systems communication, cable division, named marketing manager.

Barry A. Culman, accountant, Malarkey-Taylor Associates Inc., Washington consultant, named VP, investments.

Appointed to senior member status, Society of Cable Television Engineers Inc., West Chester, Pa.: **Michael Aloisi**, Eastern manager, engineering services, Showtime/The Movie Channel, Atlanta; **David Randolph**, VP, engineering, Group W Cable, Grapevine, Tex.; **Roger Seefeldt**, fund director, engineering, Jones Intercable, Denver; **Lynn Watson**, central manager, engineering services, Showtime/TMC, Dallas.

Dave Crane, executive director, operations and engineering, and **Jeff Hutchins**, director, systems development, National Captioning Institute, Boston, closed-captioning firm, join American Data Captioning Inc., Pittsburgh, as partners. American Data provides closed captioning for hearing impaired for newscasts on KDKA-TV Pittsburgh.

Jackson Lee, chief, legislative division, Office of Congressional Affairs, FCC, retires. **Dale Brown**, special assistant for congressional affairs to Chairman Mark Fowler, replaces Lee. **Alan J. Schneider**, attorney, adjudication division, FCC Office of General Counsel, named chief, auxiliary services branch, audio services division, Mass Media Bureau.

Clark F. Smidt, general manager, WOTB(FM)

Middletown, R.I., and president, Clark F. Smidt Inc., Brookline, Mass., consultant, resigns from WOTB. He will continue to operate consultancy.

Antoinette Allen, assistant to president and director, conference services, American Advertising Federation, Washington, named VP, conference services. **Mel Baker**, senior VP, membership, resigns effective Jan. 1. He will continue to serve as special projects consultant.

Deaths

Thomas N. Dowd, 69, retired partner and counsel, Pierson, Ball & Dowd, Washington communications law firm, died of heart attack Nov. 18 in Phoenix while attending International Planned Music Association symposium. Dowd joined firm in 1949 as clerk and was named partner in 1956 when his name was added to firm's title. He is survived by wife, Mary Majore, and two daughters.

Benjamin Sherman (Scatman) Crothers, 76, actor and singer, died Nov. 22 of cancer at his Los Angeles home. In 1930's and 40's, Crothers was night club musician and "scat" singer. He first began to appear in films in 1950's. In 1974-78, Crothers was garbage man Louie Wilson on NBC's sitcom, *Chico and the Man*. Also in 1970's he provided voices for Hanna-Barbera cartoon series *Hong Kong Fooey* and *The Harlem Globetrotters*, where he was voice of Globetrotter star, Meadowlark Lemon. Crothers last appeared on recently canceled *Morningstar*, *Eveningstar*, on CBS. He is survived by wife, Helen, and daughter.

Jerry Colonna, 82, singer and comic, died Nov. 21 of kidney failure at Motion Picture and Television hospital, Woodland Hills, Calif. In 1930's Colonna appeared on radio shows with such stars as Fred Allen, Bob Hope and Bing Crosby. He was member of Hope's first tour to entertain American troops in 1941 and accompanied Hope on several others. On television, Colonna was star of half-hour, variety *The Jerry Colonna Show*, on ABC in May-Nov. 1951 and was ringmaster of ABC's *Super Circus* in 1955-56.

James D. Brownyard, 59, owner and operator, WHYP-AM-FM North East, Pa., died Nov. 12 of cancer at Hammond hospital, Erie, Pa. He is survived by wife, Helen, and daughter.

Patricia Lynn Sigmon, who concealed age, believed to be in 60's, wife of Lloyd Sigmon, retired executive VP, Golden West Broadcasters, former Hollywood-based group owner, died Nov. 17 of cancer at her Sherman Oaks, Calif., home. She appeared on radio, TV and night clubs as singer in 1930's and 40's. She is survived by her husband.

Gambling: morning radio's sure thing

The name Gambling is synonymous with morning radio in New York city. Other personalities come and go in that volatile arena, but the Gambings just keep on coming. John A. Gambling has spent the last 27 years as host of *Rambling with Gambling* over talk-formatted WOR(AM) New York. In so doing, he extends a broadcasting legacy dating back to 1925, when Gambling's father, John B. Gambling, began hosting morning drive with an exercise program.

Today, *Rambling With Gambling* combines heavy doses of news, sports, weather, business, transit and traffic information and features and consistently finishes among New York's top morning shows in the Arbitron ratings. The summer 1986 New York market report shows Gambling second only to all-news WINS(AM) in the 6 a.m. to 10 a.m. time slot (Gambling's program airs from 5:30 a.m. to 10 a.m.), posting a 7.5 12-plus metro share.

"Gambling has a good feel for the city and for what his listeners want," says Lee Simonson, vice president and general manager of WOR. "He combines wit and charm and can be serious when he has to be. Even though *Rambling with Gambling* is an institution, it couldn't succeed if John A. Gambling wasn't the consummate broadcaster he is."

The 56-year-old Gambling has not been content to rest on the family laurels. Five years ago he broadened his interest in radio into an interest in radio ownership through a group operation, JAG Communications. The New York-based company has grown to six stations in four markets. JAG's latest and largest acquisition was WLIF(FM) Baltimore, which the company purchased from American Media in October for \$25 million. Gambling's company has also expressed interest in buying WOR, along with RKO's co-owned WRKS(FM), which are on the block as part of the FCC's resolution of that company's license challenges.

"I always wanted to go into station ownership," says Gambling, "but I never really had the right opportunity or found the right group of people to put something together." The "right group" consists of Mort Hamburg, a former communications attorney who now serves as JAG's president and chief operating officer (Hamburg is the husband of WOR and WCBS-TV New York personality Joan Hamburg), and Sid Benjamin, chairman and president of the Flemington (N.J.) Fur Co., who is both a long-time Gambling friend and advertiser on the *Rambling With Gambling* program. Benjamin is a silent partner in the group. More recently, veteran radio executive Jack Hobbs joined the company as vice president in charge of operations.



JOHN ALFRED GAMBLING—morning personality, WOR(AM) New York, and chairman and chief executive officer, JAG Communications, New York; b: Feb. 5, 1930, New York; BA, English drama, Dartmouth College, Hanover, N.H., 1951; morning personality, WTSL(AM) Hanover-Lebanon, N.H., 1950-51; morning producer, WOR New York, 1951-56; host, *Music From Studio X*, WOR, 1956-59; host, *Rambling With Gambling*, WOR, 1959-present; chairman and CEO of JAG Communications since 1981; m. Sally Loppacker, March 26, 1949; children—John Raymond, 36; Ann, 34, Sarah Jane, 27.

JAG Communications is one of the first of what is in essence a new breed of radio group owner—smaller radio-only companies with less overhead—that is replacing the larger communications conglomerates. "The big companies have found that operating radio stations is not a profitable enough business to remain in, based on the amount of management effort and activity it takes," says Gambling. "They can use that executive talent more profitably in television or cable," observes Gambling. "What is taking place is a shift in ownership philosophy. You'll see groups like ours going up to the maximum number of stations allowable by the FCC," he says.

Rounding out JAG Communications' station portfolio are: WFOG-FM Norfolk, Va.; WROW-AM-FM Albany, N.Y., and WLKW-AM-FM Providence, R.I. (WLKW[AM], however, is in the process of being sold to newly formed Appleton Broadcasting Corp. for \$400,000) The FM stations and WLKW(AM) program easy listening while WROW(AM) airs a full-service, adult contemporary format. "We are not necessarily building a group of FM easy listening stations. It has just worked out that way," says Gambling.

Nor is Gambling interested in buying and turning around faltering stations.

"Our basic business philosophy is to go into a growing market and try to buy a station that is already profitable," he said.

"And through the economies we establish with our group management continue to enjoy those profits."

Gambling, born and raised in New York City, participated in his first broadcast—his father's Christmas program—at the age of 4. "I was always interested in radio, with my father deeply involved in the business," says Gambling, who remembers "playing disk jockey" as a young teen-ager.

While attending Dartmouth College in Hanover, N.H., where he majored in English drama, Gambling worked at the college radio station and, in his senior year, landed a job as the morning host at nearby WTSL(AM) Hanover-Lebanon, N.H. After graduating in 1951, Gambling returned to New York, seeking a job at a variety of area radio stations. But the New York market was tough to crack, and, after several unsuccessful attempts, Gambling joined WOR as the producer of his father's morning show. "I convinced my father that what he needed more than anything else in the world was a producer, which he had never had."

In 1956, Gambling was named to his own broadcast, *Music From Studio X*, a four-hour, nighttime show that featured a mix of instrumental and vocal selections in uninterrupted 15-minute segments. "It was a forerunner of the easy listening format," says Gambling, who hosted the program for three years. He also anchored an afternoon series for Mutual Broadcasting at the same time. Gambling assumed the reigns of the morning show when his father retired in October 1959.

The WOR personality and radio group operator manages to wedge both his morning broadcast and JAG Communications managerial duties into a 10-hour day. He arrives at WOR at 5 a.m. After completing his shift, Gambling plans material for the next day's broadcast and by lunch time he is usually off to his JAG Communications office—only a quarter-of-a-mile walk from the WOR studios—to review company business. By mid-afternoon, Gambling returns to his Manhattan apartment.

One of Gambling's chief concerns is the future of AM. He looks to the evolution of new formats, which he says must become "more specialized" to lift the sagging fortunes of that band. "I don't think there is any one single answer. It will depend on the market and the power of the station," he says.

When it's time to get away from the daily pressures of both business worlds, Gambling and his wife retreat to a 42-foot power boat. "I consider boating my number-one pastime," says Gambling.

As for the *Rambling With Gambling* legacy, history is repeating itself. Gambling's 36-year-old son, John R. Gambling, hosts short features, substitutes for his father during vacations and anchors a Saturday version of the show, suggesting that the Gambings may keep on rambling into the next century.

NBC won its seventh consecutive sweep victory according to Nielsen (Oct.30-Nov. 26), taking November sweeps with 17.5 rating, compared to 15.9 for CBS, and 14.2 for ABC. Among regularly scheduled programs, NBC had 17.4, compared to 17 for CBS, and 13.6 for ABC, according to CBS research. David F. Poltrack, vice president of research at CBS, said NBC's margin of victory was related to performance of movies. NBC had *Kate's Secret* (24.1/36) and *Perry Mason: The Case of the Shooting Star* (23.6/37). Among mini-series and movies, CBS had a 14.3, NBC had 18.8, and ABC had 15.4. Overall numbers were off from November 1985, Poltrack attributed that to fewer mini-series scoring lower numbers. In November 1985, 29 hours of mini-series averaged 22.7/34; this year 12 hours averaged 15.2/23. Mini-series this November included *Monte Carlo* (12.1/21), and *Fresno*, (15.4/23) both on CBS, and *Rage of Angels* (16.2/25) on NBC.

FCC last week approved 166 broadcast station sales. Vast majority of applications, apparently filed to take advantage of tax code provisions that expire at year's end, were accepted for filing in October. Sales were unopposed.

Malrite reached agreement last week to purchase WTRK(FM) (formerly WZGO(FM)) **Philadelphia from Cox Broadcasting** for reported **\$13.8 million.** Seller is Atlanta-based group of five AM's, seven FM's and eight TV's headed by Garner Anthony. Buyer is Cleveland-based group of five AM's, seven FM's and four TV's headed by Milton Maltz, chairman. WTRK is on 106.1 mhz with 22 kw and antenna 740 feet above average terrain.

Public Broadcasting Service has formed nine-member committee to review policies and standards governing selection of programs for national distribution to PBS affiliates. Study was recommended by PBS President Bruce Christensen and authorized by board's executive committee in October (BROADCASTING, Oct. 27) and comes in wake of controversy over PBS programs—most recently, nine-part fall centerpiece series, *The Africans*. Committee will be chaired by former FCC Chairman E. William Henry, now attorney with Ginsburg, Feldman & Bress, Washington. Other members: Elie Abel, Chandler Professor of Communication, Stanford University; Honey Alexander, First Lady of Tennessee and trustee of noncommercial WCTE(TV) Cookeville, Tenn.; Burnhill Clark, general manager, noncommercial KCTS-TV Seattle; Katherine Fanning, editor, *The Christian Science Monitor*; Stephen Greyser, professor of business administration, Harvard Business School, and editorial board chairman of *Harvard Business Review*; William Kobin, president and chief executive officer, noncommercial KCET(TV) Los Angeles; William Sheehan, Executive Television Workshop, Detroit, and former president of ABC News, and Frederick Taylor, former executive editor, *The Wall Street Journal*. All but Abel, Fanning and Taylor are members of PBS board. Also serving as ex-officio members of committee are Christensen and PBS Board Chairman Alfred Stern.

VOA-Europe received its **official reprieve** last week, following USIA director Charles Z. Wick's approval of **restructuring of 24-hour service** in effort to **cut costs by more than 50%** (BROADCASTING, Nov. 24). Richard Carlson, Voice of America director, on Wednesday announced that programing targetted to successor generation of Western Europeans would continue without interruption. It had been scheduled to end on Dec. 31 because, in Wick's view, it was not "cost effective." Programing will not be changed significantly, but hours of targetted programing will be reduced from 24 to 12, to cut costs. Additional programing will come from VOA's World-wide English Service and commercial suppliers, such as Westwood/Mutual and ABC Watermark. They will provide music programs at no cost, offer it to stations carrying programs on classic barter basis—assuming VOA lawyers determine that VOA may transmit programing with commercials. If not, service may have to fall back to additional VOA English-language material. Other savings include sharp cutbacks in personnel, with most staffers in Washington and Munich, where VOA-Europe is based,



Reagan



Meese

News day. ABC, CBS and NBC broke into their regular daytime programing shortly after noon last Tuesday to join Cable News Network in live coverage of the statements by President Reagan and Attorney General Edwin Meese III that opened another chapter in the unfolding arms-for-hostages story. The press had been alerted in advance to the fact the President would have an important announcement, but no details were provided. The statements, made in the White House press briefing room, added up to a bombshell that dominated the news for the rest of the week: Profits from the sale of weapons to Iran had been funneled to anti-Sandinista rebels in Nicaragua, and National Security Adviser Admiral John M. Poindexter was being reassigned, and one of his top aides, Marine Lt. Colonel Oliver North had been fired.

being reassigned to VOA posts. Downside to restructuring, as seen by staff, is that, with dissolution of VOA-Europe as single programing unit, developing smooth programing flow will be much more difficult. They also feel that lack of central authority will make it particularly important that precautions be taken to assure maximum cooperation among diverse areas of VOA bureaucracy that will be involved.

NATPE has announced that **registration for exhibit hall** at its 24th annual convention in New Orleans in January is now at **record 207 companies.**

SYNDITEL '87 has been chosen as name of **first screening of first-run syndicated product for Television Critics Association**, which will take place at Palace in Hollywood on Jan. 14 from 7 p.m. to 11 p.m. There will be **25 companies screening product.** Event will have theme, "First Run: The Time Has Come." Three-man steering committee for event will be Steve Astor, vice president, advertising, promotion and publicity, Columbia Pictures Television; Jim O'Connell, manager, stations relations and promotional services, Paramount Television, and Owen Simon, vice president, creative services, Group W Productions.

Walt Disney's Buena Vista Television has begun selling **daily, first-run, syndicated game show for fall 1987 from Burt Reynolds, Bert Convy and producer Richard S. Kline, titled Win, Lose or Draw.** Show is based on sketch-pad charade game played in Reynolds' home for years, and will feature celebrity players who will be teamed with guests. Show will be sold on cash-plus-barter basis, with Buena Vista retaining one minute. It is primarily intended for early fringe and prime access, but can be used in daytime and late-night hours, Buena Vista officials said. *Win, Lose or Draw* is Burt and Bert Production in association with Kline & Friends Inc.

Los Angeles-based **Academy of Television Arts & Sciences** board of governors has voted to **break off reunification talks with National Academy of Television Arts & Sciences**, and to end its part in New York-based academy's daytime Emmy awards. ATAS, which agreed to participate in daytime Emmy awards two years ago during reunification negotiations, withdrew from national academy in June 1977 and set up its own organization because West Coast members felt they had little influence over administration matters. Withdrawal vote by ATAS executive committee and board "followed a breakdown of previously agreed ATAS/NATAS

understandings of how a new constitution would be drafted," according to statement released by ATAS President Richard H. Frank. Last June, members from both groups approved preliminary plan setting groundwork for new constitution and asked committees to come back to their respective boards now with specific procedures and methods by which reunified academy would operate, Frank said. At recent meeting, Frank contends NATAS representatives set aside original organization agreement and introduced new approach to reunification that ATAS found "totally unacceptable." NATAS Chairman Robert Wussler said his group was "surprised" by ATAS action. "While NATAS found certain flaws with the documents supplied by ATAS, the membership of NATAS is overwhelmingly in favor of bringing the two organizations together," he said in prepared statement. He predicted NATAS would "continue to work with them in an effort to find mutual areas of understanding and cooperation."

ScanAmerica, new television ratings service sponsored jointly by Arbitron and SAMI/Burke Inc., **has applied to Electronic Media Ratings Council for accreditation.** Service, which has been in test phase in Denver for past year, continuously measures television viewing and resulting product purchases through combination of people meter and universal product code technologies.

New Jersey Network, group comprising state's four noncommercial television stations, will have **new executive director/general manager** as of Jan. 5, 1987, after year without permanent head. **Robert Ottenhoff**, general manager of WBGO(FM) Newark, N.J., was selected from among 550 applicants, about 25 of whom had been interviewed. Ottenhoff was suggested for position by members of search committee aware of his role in Friends of New Jersey, private, nonprofit corporation that advises, promotes and raises funds for NJN. He was approved by New Jersey Governor Thomas Kean and will take over position from Sondra Clark, who has served since former director, Hendrix Niemann, resigned over whether organization had become politicized. Currently, there is bill in New Jersey Senate recommending overhaul of New Jersey Public Broadcasting Corp., organization that oversees NJN (BROADCASTING, Aug. 18).

Cable Television Administration and Marketing Society is making available for fee (\$75 for members, \$50 for nonmembers) results of **nine different marketing trials designed to increase pay cable connects and decrease disconnects.** According to CTAM's Vic Parra, strategies were tested in 22 participating systems over past summer. In one trial, in which aggressive tune-in campaign was combined with substantial installation discount, basic subscribership jumped 6%, while pay units went up nearly 5%. CTAM was not making details of study public, hoping to recoup costs through sale of 150-page report. But it did list several overall findings: (1) Because cable is no different from other "consumer-service businesses," it can apply "tried and true" marketing principles established by other businesses; (2) cable has to promote its services more broadly and in a more creative fashion; (3) former cable subscribers are twice as responsive to cable promotions as those who have never subscribed; (4) an educated, motivated and rewarded employee can produce measurable increases in business, and (5) marketing must be thoroughly integrated into the operations of cable enterprise and "not be an ad hoc response to avert disaster."

CBS has put **showing of theatrical movie "Deal of the Century,"** originally scheduled for Tuesday, Dec. 2, **on hold.** Movie, starring Chevy Chase, is about arms dealers, and in light of events surrounding arms sales to Iran, subject matter of movie was deemed inappropriate at this time. "Risky Business" will run during Dec. 2 **CBS Tuesday Night Movie.**

Democrat Mario M. Cuomo, who won reelection as governor of New York by record-breaking margin, has been **battling with press** more vigorously than he did with his Republican opponent. He feels press tried to make him "look bad." On Tuesday, his battle served as centerpiece of speech he made to New York City Press Club.

But Cuomo did not blast press; rather, he portrayed himself as staunch defender of press freedom, and warned media to police themselves for abuses or face prospect of losing some of their freedom in unsympathetic courts. "We are approaching a time when shifts in our law may seriously dilute the protection of the press and thereby dilute the protection of the press and thereby weaken the fabric of this society," he said.

Adams-Russell, Waltham, Mass.-based MSO, said last week it would appoint **new president and chief operating officer. Neil R. McHugh**, formerly vice president of new business administration for Viacom Worldwide, will now report to A-R President John Lynch. McHugh had worked at Viacom for 13 years, and also had been senior vice president of operations for Viacom Cable.

Malcolm K. Hughes, editor-in-chief of **United Press International**, **re-signed** last Monday (Nov. 24). Milton Benjamin, UPI president since Nov. 6, has asked Ronald E. Cohen, former UPI managing editor, to replace Hughes, UPI spokesman, Ed Dooley, said last week. Cohen was reportedly dismissed as managing editor by Hughes Nov. 6. UPI had no comment on Hughes's departure, Dooley said.

Josef C. Dine, 74, retired public information director, Corporation of Public Broadcasting, Washington, died Nov. 25 of lymphoma at Massachusetts General hospital, Boston. After serving in Europe during World War II, Dine joined NBC News, New York. He was director, information and special services, CBS News, New York during 1960's. He joined Corporation of Public Broadcasting as one of its first employees in 1968, working as public information director in New York until 1973 when he was transferred to Washington. In 1976 Dine left CPB to work for U.S. House Committee on Veterans Affairs. He retired to Martha's Vineyard, Mass., in 1978. Dine is survived by wife, Laurie, and two sons.

KPIX(TV), KPHO-TV pick up 'Cosby'. *Viacom closed two more markets for the The Cosby Show last week. In San Francisco the show went to its first network affiliate, Group W's KPIX(TV), a CBS-affiliate, while in Phoenix, Cosby went to Meredith independent KPHO-TV.*

In San Francisco, where Viacom had set a reserve price of \$80,000 per week, the show reportedly went for between \$110,000 and \$125,000 per week. Using a price of \$115,000 per week, that would come to \$167,440 per episode, or \$20.93 million for the three-and-a-half years. The two independents in the market, Cox's KTVU(TV) and United Television's KBHK-TV, were also bidders.

Prices were not available in Phoenix, but Viacom had set a weekly reserve price of \$36,000 a week, or \$52,416 per episode, totaling \$6.552 million over the three-and-a-half years in that market.

In San Francisco, Viacom had to put the show up for bid twice because one station submitted a "bid-topping offer" as an alternative bid—where the station offered to top the highest offer by a certain amount. Viacom had previously informed another station in San Francisco, at the time that the marketing plan for The Cosby Show was announced in New York, that no bid-topping offers would be accepted. Viacom had received bid-topping offers in New York, Los Angeles and Chicago, but none had been "strong enough" to win the show, according to Viacom's president of domestic distribution, Joe Zaleski. Zaleski said Viacom will no longer accept bid-topping offers.

Zaleski said Viacom hopes to close two or three more markets before NATPE. He said marketing of the show has been made difficult by the flux in station ownership in a number of the larger markets, with Lorimar-Telepictures backing out of the Storer station purchase with KKR, and the TVX buy of the Taft independents. No markets will be closed at the convention itself, Zaleski said. After NATPE, Viacom will be closing stations at the rate of four or five per week, he said.

Editorials

Onward and upward

This is a historic moment in the history of BROADCASTING magazine. As reported on page 43 of this issue, the publication that Sol Taishoff and Martin Codel founded 55 years ago has been acquired by the Times Mirror Co., a distinguished American enterprise that, among other things, publishes the *Los Angeles Times*, owns and operates four television stations and, by BROADCASTING's last count, is 11th on the list of the nation's cable multiple system operators. Insofar as orders of magnitude are concerned, the ownership of the magazine has moved into a different league.

The magazine itself, however, will know no change. Times Mirror prides itself on the autonomy of the ventures with which it is associated, and Robert Erburu, that company's chief executive officer, in discussions with our editors, has declared that "we have long since crossed the bridge [of realizing] that editors and writers have to call them as they see them. A publication without integrity has no value as far as we're concerned." Our kind of CEO, that.

If ever that old adage—"the more things change, the more they stay the same"—applied, it does in this instance. BROADCASTING from its beginning has been dedicated to the best interests of the communications media that make up The Fifth Estate. Since 1931, we have chronicled every major event, and most of the minor ones, that have animated the professional lives of the radio, television, cable and satellite media. The editors have prided themselves on producing the book of record to which most turn when they need to know what's happening on our turf. All that will continue to be.

What change does occur in these pages will be of the sort to which readers have long been accustomed, and which they have been quick to encourage. To move with or ahead of the electronic media into new theaters of operation. To adapt old practices to new times. To push our printed medium to its outer limits in covering our electronic beat.

Fourteen years ago, on the occasion of another milestone in the magazine's history (the introduction of the format which, with modifications, continues to be our standard to this day), Sol Taishoff wrote a letter to readers in which he declared the magazine's philosophy in respect to change. "New times always! Old time we cannot keep," he said, quoting the American naturalist John Burroughs. So say we again today, as we welcome yet another new Times. As exciting as it's all been until now, the best, we believe, is yet to be.

Checks

Two weeks ago, this page noted the White House's criticism of the press for its reporting of a controversial foreign policy initiative involving the sale of arms to Iran. The President even took to the airwaves and, citing stories he said were attributed especially to "unnamed government officials of my administration," proceeded to set the record straight, as he saw it: "Now you're going to hear the facts from a White House source, and you know my name," he said. Recent events have proved, and the President has conceded, that a fact or two was missing. It might also be added that a press tagged as errant has proved to be on target.

The value of a free and aggressive press was made clear last week to any who might have challenged it. A Justice Department investigation, prompted in part by revelations in the press about a U.S. shipment of arms to Iran, has discovered that some of the profits of those arms sales were funneled to Contra rebels fighting

the Nicaraguan government. The news prompted the dismissal of a national security adviser and his deputy and the President's assertion that he was unaware of an operation that he conceded "raised serious questions of propriety." Among the remedial actions the President has promised: "a comprehensive review of the role and procedures of the National Security Council staff in the conduct of foreign and national security policy."

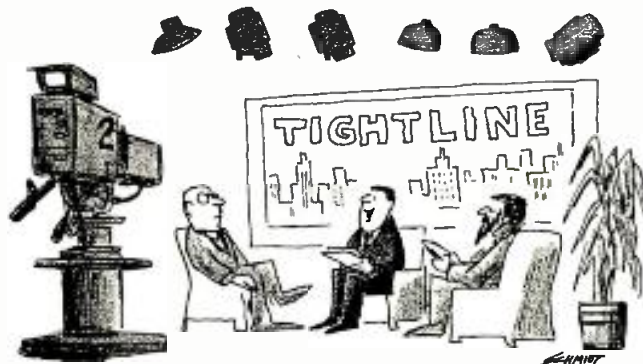
News organizations pursuing a solid story have helped bring to light a flaw in the system and prompted a promise of correction through the executive branch's own house ordering, with the help of whatever legislative and judicial checks and balances will now be employed. That's the way it's supposed to work.

Costly sideshow

We have on several occasions in the past expressed the hope that the business of responsible broadcasting, rather than the business of making a fast buck, remains the chief commerce of the Fifth Estate. The business of responsible broadcasting has increasingly been complicated by such diversions as corporate takeovers, hostile or friendly, and by such diversions of diversions, the on-the-side play of arbitrageurs. Ivan Boesky, one of Wall Street's high-stakes players who has been caught dealing from a stacked deck, did his bit to muddle the business of broadcasting.

Boesky, Fifth Estate readers will remember, was involved in the Ted Turner CBS takeover bid, having previously, through companies he controlled, bought 8.7% of CBS stock, then capitalized on it when the stock price jumped after news of the Turner aspirations leaked out. Many of the killings Boesky has made in the purchase and sale of companies targeted for takeover, it has been discovered, came from insider information in violation of Securities and Exchange Commission rules. Boesky has been cooperating with authorities in untangling his web of accomplices, and exactly where and how far the trail may lead remains, for now, a matter of another sort of speculation.

The temptations of fast money are great and certainly not foreign to an industry with soaring station and cable television prices and the opportunity for rapid turnover. Conducting business responsibly and taking large profits are not mutually exclusive, but as the Boesky case indicates, the single-minded pursuit of profit can exact a drain on more productive activity, with little concern for the commodity being traded. Thought for the day.



Drawn for BROADCASTING by Jack Schmidt
"We are fortunate tonight to have as our guests a United States senator, on my right, and, on my left, J. Wilson Thornberry, Washington know-it-all."

WHAT THE 6 O'CLOCK NEWS TEAM WATCHES AT 5:59.

ON FRIDAY, SECRETARY OF STATE GEORGE SHULTZ LEFT WASHINGTON FOR A LATE AFTERNOON FLIGHT TO NEW YORK CITY. HE WAS TO MEET WITH NEW YORKERS AND THEN TO RETURN TO WASHINGTON. SHULTZ SAID HE PLANS TO SNUB HOME.

AN EYE TO AMERICAN AND FRENCH DIPLOMATS WENT OFF OUTSIDE THE OFFICES OF TWO IN SOUTH AFRICA. NO ONE WAS HURT.

THE LIBERTY WEEKEND CELEBRATION CONTINUED LAST NIGHT IN NEW YORK'S CENTRAL PARK. THE ROSTER OF PARTICIPANTS INCLUDED HARILYN HURNE AND THE NEW YORK AUTHOR OF NEW JERSEY.

CONCERNING THE NICARAGUAN GOVERNMENT FOR THE LIBERTY OF A ROMAN CATHOLIC BISHOP. PRESIDENT DANIEL ORTEGA ORDERED THE BISHOP TO LEAVE THE COUNTRY, ACCUSING HIM OF SUPPORTING THE ANTI-GOVERNMENT CONTRA REBELS. JOHN PAUL SAYS THE DAYS OF REPRESSION AGAINST THE CHURCH.

ORTEGA CLOSED DOWN NICARAGUA.

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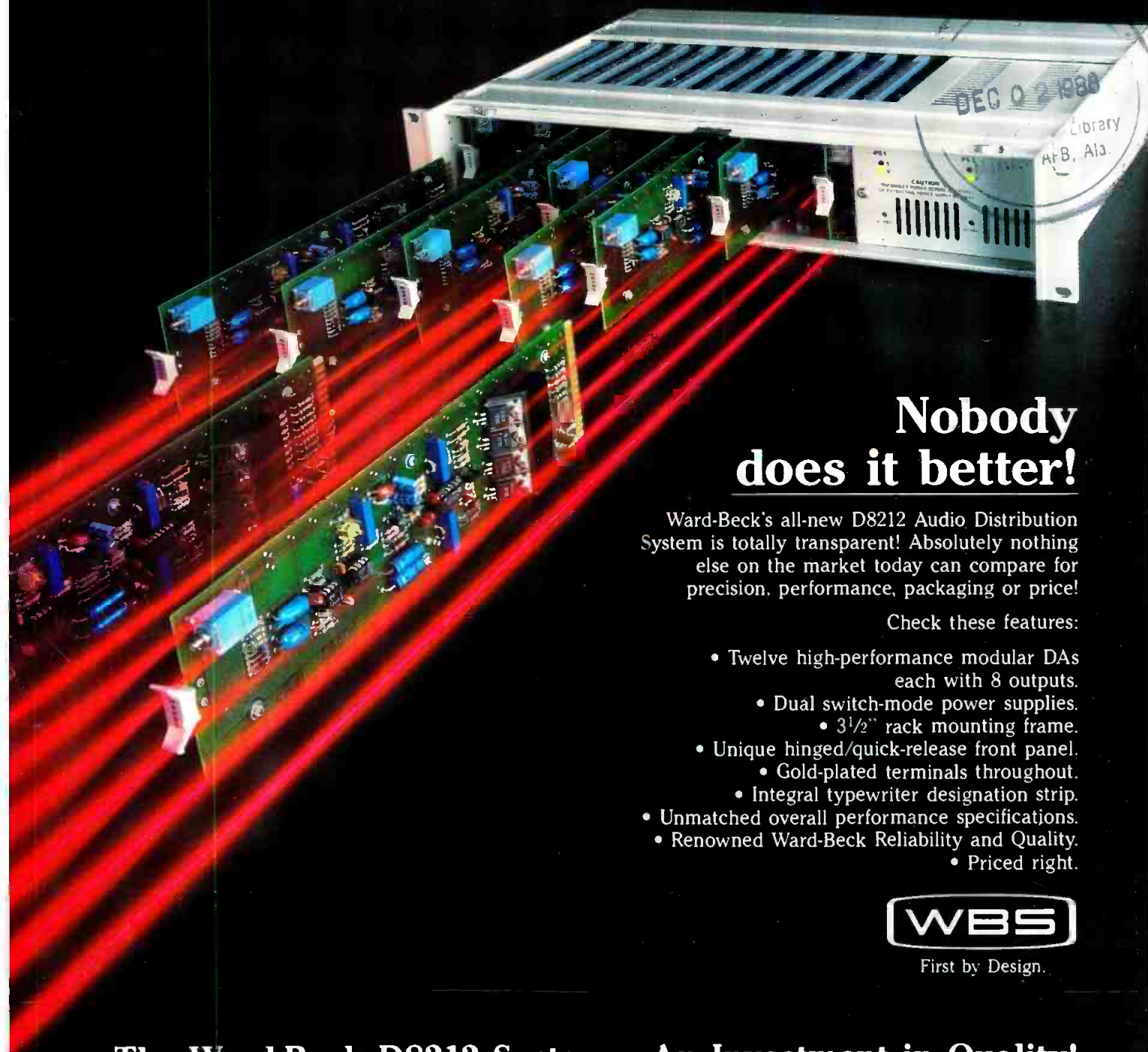
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- Twelve high-performance modular DAs each with 8 outputs.
- Dual switch-mode power supplies.
- $3\frac{1}{2}$ " rack mounting frame.
- Unique hinged/quick-release front panel.
- Gold-plated terminals throughout.
- Integral typewriter designation strip.
- Unmatched overall performance specifications.
- Renowned Ward-Beck Reliability and Quality.
- Priced right.



First by Design.

The Ward-Beck D8212 System – An Investment in Quality!

